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The Corporation for Public Broadcasting 1977 Annual Report

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Stanley L. Harrison

TO THE EDUCATIONAL RESOURCES
INFORMATION CENTER (ERIC) AND
USERS OF THE ERIC SYSTEM"

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Public Broadcasting Annual Report 1977

Public broadcasting in 1977 had come of age.

A unique institution by any definition, appreciated by a diverse television and radio audience of millions of Americans, public broadcasting today stands on the threshold of tremendous change following a decade of accomplishment, expanding audiences, increasing numbers of public broadcasting stations and accelerating financial backing from individuals, institutions and government appropriations.

Now, it is time to critically examine the reasons for successes and failures, efficiencies and weaknesses. Out of this examination should come a new set of priorities and long-range plans, and the institutional, financial and legislative changes that will be required to accomplish the goals.

After ten years there is still much to be done for public broadcasting. The accomplishments of FY 1977 are described in this annual report of the Corporation for Public Broadcasting.

Educational Activities

The Television Activities Department continued its major role in public broadcasting, providing funds for high quality programs. There were programs of broad appeal as well as programs of interest to smaller audiences. The public broadcasting audience was measured in terms of "demographics" rather than "ratings" based on a raw head count. Expanding awareness of public television continued along with an increase in viewing time by the overall cumulative viewing audience.

Program funds were directed to the development of top quality, high-visibility programs and series, using the best talent from within and outside the public broadcasting community. Commitments were made for the support of 12 series, several of which had been continued from the previous fiscal year. Some had resulted from funds allocated for program Research and Development, the first step in the three-stage program selection process. The second step was the financial support of a Pilot or sample of the program, the third, Partial Underwriting, a CPB commitment that provides a producer with the ability to seek additional financial support elsewhere.

The Corporation allocated a total of \$1,068,753 for Research and Development, \$1,240,324 for Pilots and \$8,796,040 for the support of Series.

Each program or series financially supported by the Corporation is expected to stand on its own after two years. Outside financial support, whether from the private sector, by public subscription or through the Station Program Cooperative, becomes the prime factor after the CPB "seed" money has run its course. Almost all the programs highlighted in this section received financial support from a variety of other sources ranging from the Station Program Cooperative to the National Endowment for the Humanities to the Exxon Corporation.

A marked increase in the Corporation's support of public affairs programs was showcased by the award-winning nightly *MacNeil/Lehrer Report*, an in-depth Monday-Friday news program usually covering a single subject ranging from national to international affairs, economics to politics, science to technology and culture to survival in the 20th century. Produced by WNET-TV in New York and WETA-TV in Washington, D.C., this news series draws information and guests from throughout the nation.

The *Federal City Project* provided live coverage of various federal government activities as they occurred. Produced by WETA-TV in Washington, D.C., the project

is designed to cover major topics in Washington such as Congressional committee hearings, Presidential activities, the federal judiciary and the activities of federal agencies. Among the important hearings covered by *Federal City* were the Bert Lance and Panama Canal hearings, both covered gavel-to-gavel.

Presidential Campaign Debates and the new Administration's *Confirmation Hearings* were produced by WETA-TV.

In Search of the Real America, a series produced by Boston's WGBH-TV, explored the American system with host Ben J. Wattenberg, author of the *The Real America*, and challenged the "chorus of failure and guilt" espoused by the nation's critics at home and abroad. In its second season with CPB support, the series has explored big business, worker satisfaction, foreign policy, national politics and other pertinent subjects.

Over Easy, a program on aging, began a 26-week run on PBS on November 14, 1977, with a format designed to provide support, information and entertainment for an audience of all ages. Financially supported in cooperation with the Department of Health, Education and Welfare's Administration on Aging, which provided \$2.23 million, the series is produced by KQED-TV, San Francisco.

Other public affairs programs supported by Corporation grants were *Woman Alive!*, a series of five one-hour documentaries by WNET-TV that explore attitudes by and about women and the changing view of women during the past 15 years, and *Eyewitness*, a series produced by KERA-TV, which re-enacts events from transcripts of oral history audio tapes.

CPB Support - Public Affairs Programs for Television

<i>Federal City Project</i>	\$ 300,000*
<i>MacNeil/Lehrer Report</i>	500,000
<i>In Search of the Real America</i>	100,000
<i>Presidential Campaign Debates</i>	252,000
<i>Confirmation Hearings</i>	270,000
<i>Over Easy</i>	1,556,000
<i>Woman Alive!</i>	553,902
<i>Eyewitness</i>	300,000

*As of September 30, 1977

To meet the need for public affairs documentaries, the Revolving Documentary Fund was authorized by the CPB Board of Directors in January 1977, to generate new documentaries for public television. The documentaries will be purchased by PBS stations and the monies will go to replenish the Revolving Documentary Fund.

The decisions for program selections were made jointly by the CPB and PBS professional staffs.

The productions selected under the Revolving Documentary Fund Program include:

Meet the Speaker, a 60-minute examination of the role of the Speaker of the House of Representatives and the activities of the speaker, Rep. Thomas (Tip) O'Neill, by WGBH-TV, Boston, produced by Nancy W. Porter;

Western Water Resources, a 60-minute analysis of a limited natural resource that examines the impact of the Western water supply on a number of issues, by WXXI-TV, Rochester, produced by William M. Berg;

An Element of Risk, a 60-minute investigation of the expanding use of plutonium as a nuclear fuel, by KCET-TV, Los Angeles, produced by Don Widener;

Wild Horses, Broken Wings, a 60-minute film that depicts a courageous and hard-working woman, her foster children and a horseback journey, by independent producer D. B. Jones, Stanford, California;

Juvenile Offenders, a 90-minute documentary that deals with the question of why young people turn to crime and the failure of the justice system to meet that challenge, by WNET-TV, New York, produced by Alan and Susan Raymond;

Song of the Canary, a 60-minute examination of hazardous substances as a serious occupational hazard, by independent producers Josh Hanig and Dave Davis of San Francisco and Santa Monica;

Drugs Along the Border, a documentary by KERA-TV, Dallas, produced by Kenneth Harrison and Steve Singer, showing how the drug trade works and why, in the peculiar circumstances of the Texas-Mexican border, it works so well;

The Energy War, a 90-minute film on the skirmish among major lobbyists over President Carter's energy proposals, by Pennebaker, Inc., an independent New York production agency;

Joe McCarthy: The Man and His Times, a 90-minute documentary that examines the life of Joseph McCarthy in an attempt to understand the source of his motivations, his role in the politics of the mid-20th century, and his legacy to the nation and the world, by WHA-TV, Madison, Wisconsin,

The New Klan, an hour-long film that explores the Ku Klux Klan in America, circa 1977, including in-depth interviews with several major Klan figures, by Image Audio, an independent production agency.

CPB Support: Revolving Documentary Fund

Meet the Speaker

<i>Western Water Resources</i>	\$ 42,919
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<i>An Element of Risk</i>	124,000
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<i>Wild Horses, Broken Wings</i>	88,943
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<i>Juvenile Offenders</i>	65,761
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<i>Song of the Canary</i>	69,500
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<i>Drugs Along the Border</i>	137,957
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<i>The Energy War</i>	
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<i>Joe McCarthy: The Man and His Times</i>	
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<i>The New Klan</i>	109,701
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*Under negotiation as of September 30, 1977

The search for outstanding entertainment and cultural programs that were also informative and educational continued during FY 1977. *The Best of Families*, which appeared on television screens on October 27, 1977 in its first season, was one of the most carefully researched and historically accurate mini-series in television history. The series, produced by Children's Television Workshop (CTW), portrayed America's progress during the 1880-1890 period, and especially provided an authentic portrayal of ordinary people who were affected by events beyond their control during the development of modern, technological America.

Visions, a series of original dramas by contemporary American writers, many of them from minority groups and including women, provided an opportunity to create drama that has received positive critical acclaim.

The Corporation funded the second *Visions* series in FY 1977 and combined the productions of this project with

those of *Hollywood Television Theater*. At the same time, a third season commitment with funds allocated from FY 1977 and FY 1978 afforded production opportunities to other stations while 50 per cent of the production work remained with KCET-TV, Los Angeles, the originating station.

Live from Lincoln Center, produced by WNET-TV in cooperation with Lincoln Center, is a series of opera, ballet and musical performances. In its second season, the series displayed considerable refinements in live, on-stage film and broadcast techniques.

Dance in America, WNET-TV, is a series of high quality programs featuring the best American dance artists and displaying their contribution to the world of dance.

Realidades, a cultural series produced in a television magazine format, has reached a broad segment of Spanish-speaking Americans since the Corporation funded the first pilot and then the series. This weekly magazine, produced by WNET-TV, covers a variety of topics of particular interest to Spanish-speaking audiences.

Step-ups and acquisitions funded during FY 1977 totalled \$683,306 and originated from both public television stations and independent producers. The step-up provides an opportunity for a program produced by a local station to be purchased for national distribution.

CPB Support: Cultural/Entertainment Programs

<i>The Best of Families</i>	\$ 875,000
<i>Visions</i>	1,000,000 2nd season FY 1977
<i>Live from Lincoln Center</i>	486,000
<i>Dance in America</i>	474,514
<i>Realidades</i>	553,902

In FY 1977, one of the Corporation's most notable decisions was to participate in funding for the BBC series of 36 Shakespearian dramas, to be produced over a six-year period. Commitment was made for a total of \$1.2 million for the full series, which will represent the first presentation of all Shakespeare's dramatic works.

In the first quarter of 1978, the Corporation entered into negotiations for substitution of its financial commitment by an alternative underwriter. The Corporation's participation in the Shakespeare project will continue, nevertheless. The Corporation will make ancillary educational materials available to public schools, colleges and universities, libraries and other nonprofit educational institutions for a period of 14 years.

In an effort to upgrade the experience level of television station operations personnel, the Corporation has supported a series of workshops to assist stations in developing operating proficiency. These workshops are similar to the Ten Cities Public Television Video Cassette Workshops which have addressed the use of small format video systems. Three other workshops held during FY 1977 were the Artists-in-Residence Program, Public Television Program Managers Seminars and the Arden House Film Seminar. Independent producers also have participated in these workshops and received funds that permitted them to attend. The advanced instruction and exchange of experiences at the professional level have proved highly successful.

The Corporation is dedicated to provide direct and indirect support to qualified radio licensees and to promote the growth and development of a consistent and reliable public radio service at the local level to at least 90 per cent of the population. In addition, CPB directly supports public radio's production, acquisition, distribution and promotion of high-quality diverse programs for national use.

Radio licensees have received assistance in their efforts at increasing and diversifying non-federal financial support through effective development activities including fund-raising, awareness and public participation. The Corporation also has provided leadership in meeting the needs of special public radio audiences, through the uses of new and existing technologies, especially the Subsidiary Communications Authorization (SCA) subcarriers and satellites, and in the establishment and review of short- and long-range goals to develop an effective, long-lived radio service.

National Public Radio merged with the Association of Public Radio Stations (APRS) on May 4, 1977.

The reconstituted NPR now encompasses program acquisition, production and distribution functions as well as promotion, and the duties formerly assumed by APRS in representing public radio before the executive and legislative branches of government, the public and CPB.

A total of 21 public radio stations received CPB qualification and NPR membership through December 31, 1977. Some were new stations and others had been on the air for several years.

During FY 1977, 173 stations received Radio Community Service Grants (CSGs), marking the first time that CSGs were distributed on a proportional, incentive basis and reflecting each station's efforts in securing non-federal financial support. Stations participating in activities designed to promote increased financial growth, community involvement and awareness of public radio received additional CPB support. This new system of awarding grants was instituted with the overwhelming concurrence of radio station representatives. More than \$6.1 million was distributed directly to the stations.

The same period saw six pre-license planning grants awarded by the Corporation under the Public Radio Coverage Expansion Grant Project. These grants assisted in the development of new, full-service CPB-qualified

stations. Four previously granted Expansion Project stations began broadcasting during the past fiscal year. These four stations and the others developed under these grants will increase the reach of public radio by an additional 2.7 per cent.

The on-going Public Radio Coverage Expansion Grant Program continued through first quarter FY 1978. These expansion grants were designed to stimulate the development of strong public radio stations in areas of the country where service and a strong signal is unavailable. The program is targeted toward increasing the availability of public radio for 90 per cent of the U.S. population by the early 1980s. More than one-third of the nation's largest communities, each with an audience potential of 350,000 or more, were without public radio service at the program's inception in March 1975.

Today, public radio stations reach 65 per cent of the nation and during any given week some 4.3 million Americans listen to their local public radio stations.

One of the most rewarding radio projects funded by the Corporation was the Print-Handicapped Project, a one-year, \$275,000 pilot project that set the framework for a new public broadcasting service for the handicapped. National Public Radio will distribute the pilot to local radio reading services for the blind and otherwise handicapped. Currently, more than 60 radio reading services across the country provide the reading of newspaper and other informational services for local print-handicapped audiences. The nationwide project will supplement these local program services.

The Office of Educational Activities of CPB had devoted its resources to a number of projects that fell generally into these categories:

- Increasing awareness of the instructional services of public broadcasting.
- Collecting, analyzing and disseminating data of interest to public broadcasters, educators, legislators and other decision-makers.
- Reviewing program production proposals received by Television Activities for their potential usefulness for education;
- Supporting the development of printed materials that make feasible the adaptation of available programs for classroom instruction purposes.
- Assisting CPB's Office of Engineering Research on experiments with various non-broadcast technologies to assess their suitability for expanding instructional program services.
- Providing financial support for activities and organizations that bring broadcasters and educators together to share ideas and discuss activities.

With each passing year, public broadcasting has participated to an increasing degree in the education of the nation. Radio and television have the unique capability to stimulate, motivate and enhance the delivery of information. Recognizing the importance of educational television and radio, CPB has actively been supporting ways in which each medium can best meet the needs of learners of all ages.

In April 1977, CPB launched, with equal financial support from the National Center for Education Statistics, the first nationwide School TV Utilization Study in an effort to obtain an accurate picture of the availability of instructional television, the actual use of such programs for instruction, the commitment and attitude of teachers and administrators to instructional television as a teaching tool, and the identification of obstacles to effective use.

Preliminary results announced in early November 1977 indicated that an estimated 15 million elementary and

secondary school students, or more than 31 per cent of all school children, regularly received instruction from some 727,000 teachers who used instructional television as a teaching tool during the 1976-77 school year.

The CPB/PBS Television for Learning Project moved into its second phase. Supporting materials, supplied by the Corporation-funded project, and sessions to train station learning services directors and public information specialists helped 177 public television stations engage in activities to expand awareness among educators and the general public about the instructional services they provide.

In mid-January 1977, the Board of CPB authorized its first support of a program project designed solely for in-school use. The Agency for Instructional Television's Essential Learning Skills Project received \$218,528 for an experimental production phase, focusing on reasoning and study skills with a review of communications and mathematics skills. If the experimental phase proves successful, CPB anticipates major support for this series.

Corporation financial support for the experimental phase was granted on a matching basis to enable additional monies to be sought from state and local authorities. To date, 35 U.S., state and Canadian provincial agencies are participating with CPB in supporting this project, in which educators make the final decisions about the educational content of the programs.

As a follow-up to the FY 1976 NPR education study, the Office of Educational Activities made its first venture into the multiple uses of instructional radio. It provided support for Newark Public Radio, Inc. in a distribution study on the potential of multiple delivery systems. Using FM main channel, FM subchannel school intercom and audio cassettes, Newark expanded the utilization of its radio services.

Concurrently, emphasis has been placed on the development of ancillary printed material to assist educational use of general audience programming. One example was support for teacher guides to accompany *Studio See*, a children's television program which will be aired during daytime hours with extended recording rights to permit maximum education use.

Public broadcasting faces its greatest challenge as well as opportunity with the advent of the satellite interconnection that will become partly operational in 1978. Although the complete public television satellite interconnection will not become fully operational until early 1979, part of it will be phased-in during the second quarter FY 1978.

Once fully operational, it will provide for the first time a direct interconnection for all public television stations in the contiguous United States and Alaska and Hawaii along with Puerto Rico and the Virgin Islands.

This satellite interconnection system — a \$39.5 million capital project paid for largely by the Corporation — will provide each public television broadcaster with a choice of four separate programs simultaneously. The programs will be available to all public television stations for immediate airing on a real-time schedule or for recording for later broadcast.

A similar system for public radio was in the final stages of planning at the close of FY 1977 and during the first quarter of FY 1978.

At the end of November 1977, construction of satellite receiving antennae was completed at eight television stations with an additional 15 completions scheduled for the year's end. Groundbreaking had been completed at more than 100 sites by the end of first quarter FY 1978. A total of 150 ground terminals will be constructed to serve nearly 275 stations. Five regional transmit-receive ground terminals for program organization are currently planned and all are scheduled for completion by late summer 1978.

The imminent satellite interconnection for television and later for radio will provide public broadcasters with an unprecedented degree of flexibility. The satellite will make possible wider program selection through a nationwide distribution system capable of delivering four programs at the same time. Terrestrial facilities are limited to transmitting only one program during a given time period.

The satellite interconnection represents a quantum jump for public broadcasting. It will present at the outset some operational problems as well as expanded opportunities. One major problem for television is filling the satellite interconnection transmission hours with high-quality programs. Opportunities, on the other hand, are represented by the increase in available broadcast time for additional programs that will enable public broadcasters to develop, produce and broadcast more programs.

The State of Florida, sensing an opportunity to partici-

pate at the beginning of this space-age interconnection program, allocated \$250,000 for its own receive-transmit "uplink" with a request that the Corporation arrange its construction. The Florida uplink will provide various types of program services, including instructional television and public affairs coverage of the legislature for its widely dispersed public television stations.

Another example of the innovative programs available at the local station level was the special coverage that a satellite interconnection made possible for KCET-TV. The Los Angeles public television station experimented with local coverage of the November 1977 National Women's Conference in Houston by way of a patchwork interconnection, using the RCA satellite to receive the television transmission from Houston.

In June 1977, the Corporation supported special studies by the stations and the regional networks to devise an appropriate management structure and policies to guide the use of the satellite interconnection. By the end of FY 1977, a basic set of policies had been developed for consideration in FY 1978 by all qualified public television stations and PBS.

The impact of the satellite interconnection and the resulting demand for additional programs as yet cannot be fully assessed. As the system is assembled and developed, the challenges that stem from the application of the satellite interconnection will require imagination and innovation in program development and selection. In this respect, the future of public broadcasting is virtually unlimited.

While the satellite interconnection represents public broadcasting's greatest technical advance, the Corporation has continued to lead in the area of technological development. The Corporation has continually recognized its responsibility to the far-flung rural areas of the nation which are difficult or impossible to reach by conventional broadcasting techniques, and thus have been deprived of the educational and cultural resources commonly available in the larger cities. Moreover, the Corporation is also aware that the program needs of the nation's larger cities are not as homogeneous as once thought and that there is a need to provide for disparate, identifiable ethnic and social groups within the modern American city.

Both of these tasks—service to rural America and service to specific groups within urban areas—cannot be accomplished within the limits of existing technology and existing spectrum allocation policy.

For service to rural areas, the technological horizon holds a new breed of shuttle-launched satellites such as the current SYNCOM IV design which NASA is studying. The Corporation has been instrumental in providing momentum for this technology. When used in conjunction with the small earth stations that CPB helped to develop for NASA, ATS-6 experimental communications satellite and the mini-TV stations that the Corporation pioneered in Alaska some years ago, this technology holds the potential to provide all Americans with access to public broadcasting.

The Corporation has also addressed the problem of providing additional channels within urban areas, either, through new broadcasting outlets presently constrained by spectrum allocation problems, or through the use of innovative technology such as cable television, Instructional Television—Fixed Services (ITFS), Multipoint Distributing Service (MDS), video cassettes or discs and other innovative means.

A number of different experiments and demonstrations were carried out in San Diego, California, at KPBS-TV, Toledo, Ohio, at WGTE-TV, Spokane, Washington, at KSPS-TV, Newark, New Jersey; at WBGO-FM and at Southern Educational Communications Association (SECA) involving the use of satellites, cable, both video and audio cassettes, ITFS, and SCA subcarriers and FM stations for the blind in an effort to provide community service beyond that available through present radio and television frequencies.

Funds were provided for engineering studies and testing of present home UHF antennae in an effort to improve manufacturing standards to produce antennae with improved reception capability.

The Corporation developed a Table of Allocations for the non-commercial FM band which would allow additional growth and development of public radio stations throughout the nation.

Corporation support for the development of an improved SCA receiver, based on studies of SCA specifications and test procedures, is expected to substantially lower the cost of these receivers.

The Corporation filed engineering and legal briefs in preparation for the 1977 and 1979 World Administrative Radio Conferences held to determine worldwide frequency allocations through the end of this century. The CPB plan for an expanded AM spectrum was adopted by the Federal Communications Commission.

The Corporation's efforts also resulted in acceptance by the FCC of a proposal to open up a completely new band of radio frequencies in the United States for low-frequency broadcasting. In this same proceeding, the Corporation defended the use of the UHF spectrum and presented technical arguments for frequency bands for satellite broadcasting.

Inasmuch as the great majority of public radio stations are in the FM band, the Corporation has voiced its concern that automobile radios be manufactured with both an AM/FM receiving capability that would make possible wider reception of public radio programs. This concern again was expressed in September 1977 hearings of the House of Representatives Subcommittee on Antitrust, Consumers and Employment of the Committee on Small Business. Based upon two special studies it had commissioned, the Corporation voiced its conviction that the American radio manufacturing industry can—if motivated—produce a new breed of AM/FM radio receivers using new micro-circuit technology at cost increases substantially less than those presently in force.

This change in manufacturing procedure would benefit the American people and provide a new capability for public radio reception in the FM band.

Among the Corporation's other technical studies were reports on small satellite receiving antennae for radios, UHF "noise" affecting the performance of television sets, and UHF "taboos"—FCC regulations that prevent certain UHF channels from being used because they interfere with broadcast signals.

Legislation and Long-Range Funding

A decade after the signing of the Public Broadcasting Act of 1967, approximately \$450 million in income was reported to have been received in FY 1977 by the various elements of the public broadcasting community. Clearly, this annual flow of money which had been less than \$70 million ten years ago would continue to increase for the 452 CPB-qualified television and radio stations which, in turn, also were expected to grow in number each year.

In addition to 58 per cent of its appropriation distributed annually to the television and radio stations in the form of Community Service Grants, the Corporation pays for the PBS and NPR station interconnections, along with a variety of common services such as minority and women's training, communication research, technology studies and improvements, and the development of innovative programs for television and radio.

The passage of the Public Broadcasting Financing Act of 1975 gave the Corporation its first combination multi-year authorizations and advance-year appropriation. For the first time public broadcasting achieved a funding mechanism at the federal level which provided a degree of insulation from undue political pressure and a planning capability beyond current fiscal year operations. As part of the 1975 Act, a matching funds mechanism was established whereby the Corporation would receive federal support based on a ratio of one federal dollar for each \$2.50 raised by the stations from other sources. For example, funds for television programs—often an 18-month cycle from research to production—could be committed in advance. Station managers would be able to direct their respective organizations in a more business-like manner if they could plan ahead one or two years or longer with some degree of certainty, predicated on the knowledge that a specific amount of operating capital would be available at a specific time.

Passage of the Public Broadcasting Financing Act of 1975 provided the two elements critical to any insulated long-range financing: multi-year authorizations and advance-year appropriations. Both principles were advocated in the Carnegie Commission report on educational television in 1967.

In order to assure the continuation of these key financing elements for Fiscal Years 1981 and beyond, a Tri-Partite Task Force was formed in February 1977 to develop a plan. The Task Force, composed of staff and Board members of the Corporation, PBS and NPR, pooled their

combined expertise and wisdom to report out the following July a fiscal proposal entitled "Public Broadcasting Finances: A Profile and Projections."

The report cited current and projected funding requirements for public broadcasting and called for a new five-year extension of the Corporation's present authorizing legislation, with minor modifications, for the years 1981-1985. On July 25, 1977, a formal request for Administration support of the Tripartite Task Force recommendations was submitted to the White House. The recommendations underscored the concept of advance-year authorizations and appropriations as essential to the growth and development of public broadcasting.

Despite the experience of a decade of growing pains, public broadcasters still faced many of the same problems that have existed since passage of the Public Broadcasting Act of 1967. The greatest problem is to attain sufficient federal and non-federal financial support.

The Tripartite Task Force concluded:

- After a decade of federal support, public broadcasting's income from all sources for both radio and television was less than each of the commercial television networks spent on programming alone that same year.
- Less than 28 per cent of public broadcasting's income came from federal sources. Of the non-federal income, just over 41 per cent came from tax-based sources such as state and local governments, school boards and state institutions. Almost 31 per cent of the remaining income came from voluntary, non-taxed-based sources, or from individuals, businesses, foundations and private higher education institutions.
- About 60 per cent of the monies spent at the local level went for the production, acquisition and scheduling of local public television and radio programs, and for broadcasting and promotion. On the national level, the concentration was even higher, with 84.7 per cent of

the funds going for programs and their distribution and for program information and promotion.

After corrections for inflation and expansion, a gradual growth for public broadcasting at a projected four percent per annum will continue to 1985. Although not spectacularly rapid; this steady growth and increase in income should produce an even more concentrated focus on programs and program-related activities.

The matching ratio should be set at a 2-to 1 level.

Task Force request for appropriation ceilings were.

1981	\$ 210 million
1982	230 million
1983	250 million
1984	275 million
1985	300 million
Total	\$1,265 million

In early October 1977, President Carter sent to the Congress his proposals for the future federal financing of public broadcasting. The President's message and draft legislation proposed authorizations and advance-year appropriations of up to \$1.04 billion for the five years beginning with FY 1981, based on the matching of federal to non-federal income at a ratio of one federal dollar to \$2.25 received by the public broadcasting community from other sources.

The President's proposed legislation and interest in improving public broadcasting was welcomed by the CPB Board which gave general endorsement to its broad outlines. However, the Board declined to take an official position on some of the proposed specifics of the legislation pending further study and clarification by the Administration.

In 1977, the Subcommittee on Communications of the House Committee on Interstate and Foreign Commerce launched a series of hearings examining the Communications Act of 1934, legislation enacted at a time when only the telephone, telegraph and radio were part of the American communications scene.

In early September 1977, the hearings addressed public broadcasting, and the initiatives of the House Subcommittee on Communications dealt with various legislative "options" for the future of public broadcasting, treating public broadcasting's structure, technology, public participation, financing, program production and acquisition processes.

Almost ten years after the Public Broadcasting Act of 1967 was signed into law, the Carnegie Corporation agreed to form a second Carnegie commission to study the future of public broadcasting. The Carnegie Commission on the Future of Public Broadcasting was created at the urging of CPB's Board of Directors in a resolution of June 1976 that asked for a second look at public broadcasting after nearly a decade of significant achievements mixed with significant shortcomings.

"Being very much aware of the limitations of self-evaluation," declared the joint statement of the Corporation's Board Chairman, W. Allen Wallis and Vice Chairman, Dr. Gloria Anderson, at the Carnegie Commission's first public hearing on October 21, 1977, "we asked for the creation of a new Commission—one that might again provide dispassionate evaluation and recommendations regarding public broadcasting's growth and development since 1967, and also regarding CPB's own effectiveness during this period and its role in the years ahead."

The joint statement applauded the reconstituted Commission as a "trusted counselor . . . a wise old friend," and pledged fullest cooperation and confidence in the findings and recommendations that will be issued in early 1979.

Human Resources Development

It was the aspirations of minorities and women for a place in public broadcasting that gave impetus to the Corporation's creation of a Department of Human Resources in March 1976. Just one year later, the CPB Board created a new vice presidency for Human Resources to reflect its greater emphasis.

Among the active programs developed by HRD and carried out during FY 1977 and through the first quarter of FY 1978:

Consultation on program matters to insure fair and balanced treatment of women and minorities in program proposals and participation in all stages of program proposals submitted to the Corporation.

Human Resources Seminars designed by HRD which supported three seminars to assist station management with problem-solving in the sensitive areas of personnel management; EEO and affirmative action. The HRD staff offered expertise in Affirmative Action planning, training and development opportunities, personnel management, and job performance evaluation methods.

The Task Force on Minorities in Public Broadcasting which travelled the country to assist stations in their efforts to increase minority participation. The Task Force initiated research to update and assess data about audience and station problems related to minority involvement in public broadcasting. The most extensive study of the status of minorities in public broadcasting undertaken to date, the project's findings will be accompanied by specific recommendations.

Reports submitted to the Congress exploring the status of women and minorities in public broadcasting. The first report, transmitted in January 1977 was a comprehensive statement of the Corporation's activities in the areas of EEO, employment and affirmative action, industrywide training and development, cooperative projects with other national public broadcasting entities, and women's and minority programs. The second report, published in April 1977, was an extensive analysis on employment and utilization of women and minorities in public broadcasting. The report utilized, for the first time, a new system of data collection and analysis designed to provide more detailed statistical information for the entire industry. The third report detailed the history of the Minority, Women's and In-Service Training Grant Programs as well as other training experiences financed by the Corporation.

Women's Training Grants, designed to provide training and employment opportunities in positions in which relatively few women are employed. Among the jobs for which women have been trained in the program are engineering technician, program director, executive producer and assistant station manager. In FY 1977, CPB made grants totalling \$448,539 to public television stations employing the 37 women who were selected as CPB women trainees. Since its inception in early 1976, 71 women at public television and radio stations throughout the nation have received CPB grants worth a total of \$651,539 with their respective employers committing a matching amount.

Minority Training Grants, awarded to 38 public television and radio stations throughout the country, to provide training to individuals in a wide range of jobs extending from station program manager to producer/director. Since its inception, this program has awarded 150 grants worth \$1,146,170 with a like amount matched by the stations for a total of \$2.2 million expended for training.

In-Service Training Grants Program, designed to provide training opportunities to individuals currently employed at public television and radio stations. In FY 1977, 95 applications were received in the first experimental round and 44 grants were awarded.

Conferences during the year supported by the Corporation were held to enhance opportunities for female and minority broadcast professionals. Among the meetings held were the Minority Writers Conference, Minority Producers Conference, and Women Producers Conference.

Public Broadcasting Personnel Service, known as People and Careers in Telecommunications (PACT), underwritten by the Corporation and administered by the National Association of Educational Broadcasters (NAEB). By the end of FY 1977, PACT had begun serving as a center for public broadcasting job placement in all employment/job categories and with particular emphasis on the listing and placement of minorities and women.

The Office of Women's Activities provided support for the coverage of the National Women's Conference in Houston,

Current Financing of Public Broadcasting

Texas, established a Professional Career Development Project for Women in the industry and created *Equal Access*, a newsletter for women in public broadcasting.

The Joint Committee on Training and Development (JCTD), working with PBS, NPR, NAEB and HRD representatives, participated in the implementation of a variety of industrywide programs in order to eliminate duplication of effort.

The Corporation's personnel policies continued to set an example for the public broadcasting community. During FY 1977, more than 4,000 applicants wrote letters inquiring about jobs at CPB; more than 1,000 were women. Of the total number of job applicants, 539 representing a cross-section of the nation's population were personally interviewed by the Personnel Department.

At the time the books were closed on September 30, 1977, the Corporation had distributed \$116,844,954 for the 15-month period that began on July 1, 1976 and ushered in FY 1977. The funds were expended for the following activities:

- A total of \$67,659,805 for direct support to local television and radio stations primarily in the form of Community Service Grants, and Coverage Expansion Grants for new or upgraded radio stations.
- \$14,351,952 to support the research and development, preparation of pilot programs and productions of national programs or series for public television.
- \$15,144,853, to support the national distribution of public television programs.
- \$8,383,670 to support the production and distribution of public radio programs.
- \$4,677,073 for the support of other grants and projects of benefit to public broadcasting including, but not limited to, minority and women's training grants; recruitment and placement of individuals in public broadcasting, particularly women and minorities; engineering research and development projects; and projects to enhance the utilization of public broadcasting materials in education and similar activities.
- \$3,017,058 for the salaries and related support costs to administer the aforementioned projects and activities.
- \$3,610,543 for the salaries and related expenses required to provide the overall direction and administration of the Corporation, including occupancy costs, telephone costs, accounting personnel, Board of Directors and other similar activities.

Under the terms of the Public Broadcasting Financing Act of 1975, specified shares of CPB appropriations were annually passed through to television and radio stations. These statutory pass-throughs called Community Service Grants (CSGs) are paid directly to public television and CPB-qualified public radio stations.

The Corporation

Historically, the Corporation's allocations for CSGs have exceeded statutory requirements. Television CSGs were established by a 1973 agreement with PBS. Radio CSGs are set after consultation with NPR.

Public television stations receive a base grant, uniform for all stations, and a variable grant in proportion to the funds raised by the stations from other sources.

The Corporation's appropriation of \$107.15 million for FY 1978 represented an increase of about four per cent over the FY 1977 appropriation of \$103 million.

The Corporation requested a FY 1978 supplemental appropriation of \$12,050,000 based on the total of non-federal revenues of public broadcasting entities in FY 1976. The supplemental request is designed to permit the public broadcasting community to receive the amount authorized by the Public Broadcasting Financing Act of 1975, as based on such revenues, but not yet fully appropriated.

Also, the Corporation had requested \$160 million and the Congress has approved an FY 1980 appropriation of \$152 million.

The Corporation, under the Public Broadcasting Act of 1967, is mandated to "support a national policy that will most effectively make non-commercial educational radio and television service available to all citizens of the United States . . . facilitate the development of educational radio and television broadcasting and to afford maximum protection to such broadcasting from extraneous interference . . . or control of program content or other activities."

Moreover, the 1967 legislation directs the Corporation to participate in the program area "by grant and contract" with diverse sources of program production, including "selected non-commercial educational broadcast stations . . ." Hence, CPB has supported a number of series and programs.

The Corporation's efforts on behalf of public broadcasting is sustained by a well-qualified staff. One key element in the CPB corporate structure is the Office of the General Counsel which provides a wide range of legal services to the Corporation's Board of Directors, its officers and professional staff.

The Office of the General Counsel provides counsel and advice to the Board of Directors and its officers on public broadcasting matters of legal or public policy significance and to operating staffs on legal and regulatory aspects of the Corporation's work, represents CPB's legal or policy interests in a wide range of business and legal negotiations and represents CPB before agencies and in various executive and legislative proceedings.

During FY 1977, important General Counsel activities included interpretations of public broadcasting's authorizing legislation and various federal laws affecting Equal Employment Opportunity in public broadcasting; Affirmative Action plans and procedures; minority and women's training programs; and the drafting and review of guidelines and procedures related to non-federal financial assistance received by public broadcasting entities for certification to the Secretary of the Treasury.

The Office of the General Counsel also established the legal framework for CPB assistance to public broadcasting licensees for the satellite interconnection and coordinated the legal effort involved in FCC licensing of public television and radio satellite earth stations, the Main Origination Terminal and other aspects of the project. In addition, the office developed or maintained agreements under which CPB provides financial assist-

ance or other consideration for the interconnection of public broadcasting stations, and for the production or acquisition of broadcast properties for the benefit of public television or radio stations, and provided advice and counsel on general CPB business matters including contract administration, personnel policies and procedures, labor relations, real estate, patents, copyrights, serious audit findings and tax and related matters.

As the Corporation's counsel in all legal proceedings, the Office provided or coordinated CPB representation in major judicial and regulatory matters including the Network Project lawsuit, a civil action against CPB, PBS and other parties. The suit, to be carried to the Supreme Court, alleges violation of the First Amendment and certain provisions of the Public Broadcasting Act of 1967 and plaintiffs seek damages in the amount of \$100,000.

In other legal representation, the General Counsel's Office has participated in FCC proceedings regarding FM allocations, UHF improvements, and "commercialization" of noncommercial broadcasting.

A Contract Administration Department was established in FY 1977 within the Office of Administration and Finance to coordinate and administer all CPB contracts.

The Office of the Vice President, Finance and Administration, and Treasurer functions in both an internal and external role. Externally, the Corporation's administrative and financial departments are in direct contact with the public broadcasting community.

During FY 1977 auditors from the External Audit Department visited 57 public television and 52 public radio stations and five other related organizations. They advised, reviewed and evaluated the accountability of recipients of the Corporation's funds. They also prepared guidelines and reviewed and evaluated the accuracy and reliability of non-federal revenue reported by licensees. The audits determine the recipient's accountability for the Corporation's funds as well as the accuracy of the reported non-federal revenue, accumulated and certified to the Secretary of the Treasury for annual appropriations. The non-federal revenue is also used to determine amounts of financial support distributed to the individual stations.

Financial Management, an internal department disburses all monies, including CSGs, program grants and other CPB financial support. Along with receiving all monies for the Corporation, Financial Management accounts for all CPB funds, manages all monies and is

responsible for filing tax returns and disbursing the corporate payroll.

The Budget and Management Office assembles the Corporation's annual departmental financial requirements, examines their validity and monitors the various department operational expenditures.

A key element in the Corporation's administration as it relates to day-to-day operations and the public broadcasting community is the Management Information Systems (MIS) Department.

Key MIS information and data processing services include processing and storage of non-federal financial support statistics, employment practices and facilities, as well as administrative processing in such areas as computing CSGs.

Primary source of data for these activities are the public broadcasting stations which are periodically surveyed for up-dated information for the Corporation's computerized data base. The latest analytical techniques are applied to the data to produce special reports on various aspects of the status of the public broadcasting system, and the necessary summaries required by the Corporation's management and planning staffs.

In early 1977, MIS, previously known as the Information Systems Office, was given a broader role in serving the public broadcasting community, reflecting the Corporation's responsibility for providing information resources to the entire system. This major development project improved the Corporation's ability to summarize historical data and compare multi-year financial and employment data of individual stations or by groupings of stations or licensees.

Information was provided by MIS to PBS and NPR of financial, employment and other data summaries. Station managers were provided with multi-year summaries of data they had reported earlier to MIS. MIS assisted station administrators in filling out certification surveys and expedited reports to the Corporation's External Audit Office.

The MIS also produced two semi-annual station directories listing the principal staff of all public television and CPB-qualified radio stations.

Services for Public Broadcasters

In an effort to better serve the public broadcasting community in general and the public television and radio stations in particular, greater emphasis was placed on

the role of the Corporation's Office of Communication Research (OCR). One such major OCR project conducted in cooperation with the Department of Health, Education and Welfare's National Center for Education Statistics (NCES), produced two basic resource study documents, one covering the years 1974-76 and the other for 1977.

The study, *Public Television Programming by Category*, 1976, disclosed that public television stations had increased their total program air time by 17 per cent and the number of programs broadcast by 16 per cent during the two-year period ending in 1976. The study also reached the following conclusions:

- programs distributed by PBS in 1976 increased 29 per cent over the 1974 level.
- the average public broadcaster in 1976 offered 7,607 programs covering 4,542 hours for an increase of 1,060 programs (16.2 per cent) and 670 hours (17.3 per cent over 1974 averages).
- broken down by program source, 18 per cent of all public television programs are produced by major public television organizations, 31.8 per cent by other public television organizations and stations, 14.8 per cent from CTW, 11.9 per cent from local production and 8.5 per cent from independent producers.
- foreign/co-production centers accounted for 5.4 per cent of the programs.
- program broadcast hours—69.3 per cent of all program hours originated from PBS; 10 per cent from local sources, 6.2 per cent from regional/state sources and 14.5 per cent from all other sources.
- locally produced programs, 10.1 percent of all air time in 1976, showed an increase of 18 hours annually per broadcaster. About 30 per cent of all programs produced locally is instructional followed by 28.8 per cent for news and public affairs.

During January-February 1977, OCR launched a national survey to investigate public television awareness and viewing, and reactions to on-the-air fund raising and programs. The survey was virtually identical in procedures to one performed and reported one year earlier. The latest survey has provided public broadcasters with a

measure of changes in public reaction to public television in the intervening year.

The survey, which attracted wide media interest, was delivered in the form of four reports: *Awareness and Viewing*, *On-Air Fund Raising*, *Programming*, and *Methodology*.

In April 1977 OCR, in coordination with PBS, began experimenting with new procedures for collecting station carriage and national rating data. Prior to the new system, national audience estimates were sampled during four weeks in March and four weeks in October. Under the new procedures national audience data is collected over ten one-week periods, about one week per month, and one four-week period in March. The new system is designed to provide the public broadcasting system more frequent audience data with less time delay.

A National Public Radio/Public Radio Awareness and Listening Survey was conducted by OCR in February 1977 and again in May in a successful effort to determine the public's awareness and use of NPR and local public radio stations. Respondents who reported having listened to their local public radio station were asked "why" they listened. Awareness of the NPR network is 23.4 per cent, according to this study. Those who claimed they had tuned in to public radio at one time or another were 16.1 per cent of the respondents while 5.9 per cent said they had listened during the seven days prior to the survey. The most frequent reason given for listening to the public radio was for the music programs.

Among other surveys and studies undertaken by OCR were:

- Arbitron Radio Audience Estimates April/May 1977* obtained and distributed to NPR and all CPB-qualified public radio stations. This information also will serve as the basis for the planned computer information radio data base.

- Investigation into the Effects of Cable on Public Television*, a two-part survey. One part is an analysis of some 2,500 Arbitron TV diaries for both cable and conventional television homes in 13 markets. The second part includes a survey of the effects of cable television on fund-raising contributions to public television.

- Minority Segmentation Study* co-funded by OCR with the John and Mary Markle Foundation, a nationwide survey to segment the national population on needs and interests. The Corporation is funding an oversample

of minority groups, specifically blacks and Hispanics, in conjunction with the national sample in order to improve the stability and reliability of the data for these minority groups. The basic purpose is to gather information which will be of material benefit in financially supporting programs to address the needs and interests of these minorities.

CPB and the Public

The Corporation's interaction with the public sector is intended to produce two results: greater public awareness of public broadcasting and public participation in the processes which lead to CPB policy. In FY 1977, activities of a diverse nature helped to focus upon those goals.

The CPB Office of Public Affairs (OPA) produced publications and disseminated information that related to significant policies and projects of the public broadcasting community and the Corporation. Through the annual report, the bi-weekly *CPB Report*, brochures and booklets, news releases and direct media contact, CPB provided to the general public, the public broadcasting community and other appropriate audiences information related to such issues as legislation, financing, long-range planning, station developments, activities of the national entities, program support, technological developments, research findings; and public participation.

Activities engaging the direct involvement of the public ranged from advisory groups, panels of experts and task forces to education and training of volunteers. In April 1977, the OPA completed codification of 62 activities and 358 organizations which were involved in CPB's departmental activities.

The Corporation's primary source of public participation from 1969 to 1977 was the Advisory Council of National Organizations (ACNO), representing more than 70 major professional, public interest, educational and religious organizations whose collective constituency numbered in the millions.

On September 14, 1977 ACNO submitted a resolution to the Corporation's Board of Directors recommending that the Advisory Council of National Organizations to CPB "be dissolved and that a nationwide discussion of new mechanisms to improve public participation in public broadcasting be established." This resolution also underscored ACNO's primary role.

ACNO has without any doubt served in the past as

an effective means for bringing to the attention of CPB and of other related groups, including the Congress, major national concerns and recommendations for their solution. Its contribution to the growth of public broadcasting and its support at a local and national level is widely recognized.

ACNO has served CPB for eight years and in the process has heightened an interest in public broadcasting and awareness of its problems among the national organizations participating in it. But the times call for new methods and new structures to answer the many challenges now facing not only CPB, but public broadcasting as a whole. The national organizations comprising ACNO must participate freely and independently in the coming debate over public telecommunications and its future. At the same time these national organizations will seek to assist in the development of new mechanisms that will insure public participation in the non-commercial system.

In accepting ACNO's unprecedented decision to dissolve, the Corporation's Board declared that "the Board expresses its appreciation for the advice and counsel and other services that ACNO has rendered to the Board and which have served to assist the Board in formulating the policies that guide CPB's actions and that ultimately affect all of public broadcasting and its publics."

An in-depth survey of public participation in public broadcasting by the research firm of Yankelovich, Skelly and White, Inc., whose findings were released in May 1977, confirmed the general views held by many people associated with public broadcasting that participation practices required serious review to become more effective.

An important observation underscored in the report was that station managers have differing opinions and perceptions about the issue of public participation, both among themselves and in comparison to the national view.

At the end of FY 1977, the Board instructed its Public Affairs Committee "to study ways in which new mechanisms to improve public participation in public broadcasting can be developed and established."

In the first quarter of FY 1978 the Committee engaged in the development of plans for a task force structure that would assist in the conception of new methods by which the public can be part of public broadcasting's growth.

CPB's Board of Directors and Officers

"The Corporation shall have a Board of Directors . . . consisting of fifteen members appointed by the President, by and with the advice and consent of the Senate. Not more than eight members of the Board may be members of the same political party. The members of the Board . . . shall be selected from among citizens of the United States . . . who are eminent in such fields as education, cultural and civic affairs, or the arts, including radio and television . . . [and] selected so as to provide as nearly as practicable a broad representation of various regions of the country, various professions and occupations, and various kinds of talent and experience appropriate to the functions and responsibilities of the Corporation."*

At the end of 1977, the Corporation's Board included Directors who had been appointed by Presidents Johnson, Nixon, Ford and Carter. Although Board members are not officers or employees of the government, they are accountable to the public through the Congress, for the guidance of the Corporation toward its statutory purposes, and for the prudent management of its resources.

During FY 1977 the Board continued its efforts to hear directly from the American public by holding open-forum meetings in Denver, New Orleans, Washington, D.C. and Seattle. In Seattle, the open-forum session was aired for the first time over public broadcasting facilities.

Meetings outside of Washington, D.C. also provided opportunities for the Board to consult with opinion leaders and station managers and to build greater public awareness of public broadcasting.

During FY 1977 the Board met monthly in regular session or in committees. At its annual meeting in September 1977, the Board determined to meet in regular session every other month and in committees during alternate months.

There were several Board changes in FY 1977 and during the first quarter of FY 1978. On March 9, 1977, Robert S. Benjamin resigned as Chairman and Thomas W. Moore resigned as Vice Chairman. W. Allen Wallis was elected Chairman and Dr. Gloria Anderson was elected Vice Chairman. Mr. Benjamin was elected Chairman Emeritus.

At the annual meeting in September 1977, Chairman Wallis and Vice Chairman Anderson were re-elected.

In October 1977 Sharon Percy Rockefeller of Charleston, West Virginia, and Gillian M. Sorensen of New York City, were nominated by President Carter to replace Mr. Benjamin and Mr. Moore, whose terms had expired in March 1976, but who continued to serve, pursuant to law, until their successors were confirmed by the Senate in October 1977. President Carter also nominated Irby Turner, Jr. of Belzoni, Mississippi to serve on the Board, but Senate confirmation hearings had not been completed by the end of 1977.

In June 1977 the Corporation's Board elected Cortland Anderson to the post of Executive Vice President, replacing Scott S. Miller who resigned in March. In September, Donald R. Quayle, Senior Vice President, Broadcasting, resigned. Also in September Thaddeus Garrett, Jr. was elected Vice President, Human Resources.

Dr. Ben Posner, Vice President, Finance and Administration and Treasurer of the Corporation, retired in November and the Board elected James B. Cardwell to this post.

On December 13, after slightly more than five years as president of the Corporation, Henry Loomis disclosed his intention to retire not later than the annual Board meeting in September 1978. In an exchange of correspondence with W. Allen Wallis, chairman of the Board, Mr. Loomis wrote that it was time, "that my plans should now be made public to give the Board ample time to select my successor." Emphasizing that it was imperative that the presidency of the Corporation be changed in an orderly manner, Mr. Loomis declared that he was prepared to step down as soon as a new chief executive had been selected and assumed leadership of CPB.

By the end of 1977 the Corporation and public broadcasting stood on the threshold of yet another decade—and a new era.

To the Board of Directors
Corporation for Public Broadcasting

November 6, 1977

In our opinion, the accompanying statement of net assets and the related statements of revenues, expenses and change in net assets and of changes in financial position present fairly the financial position of Corporation for Public Broadcasting at September 30, 1977 and its revenues, expenses and change in net assets and the changes in its financial position for the fifteen months then ended, in conformity with generally accepted accounting principles applied on a basis consistent with that of the preceding year. Our examination of these statements was made in accordance with generally accepted auditing standards and accordingly included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

**Corporation for Public Broadcasting
Statement of Net Assets
September 30, 1977**

Assets:

Cash (Note 3)	\$ 2,322,257
Temporary investments—federal securities held under repurchase agreement with bank	28,000,000
Receivables	1,915,158
Prepaid expenses and deposits	182,922
Deferred charge—satellite interconnection system costs, net (Notes 1 and 2)	8,147,702
	<hr/>
	40,568,039

Liabilities:

Accounts payable and accrued liabilities	1,481,275
Grants and contracts payable (Note 1)	15,659,002
Deferred grant income (Note 1)	123,897
	<hr/>
	17,264,174

Net assets

Net assets comprise (Note 3):	
Amounts budgeted for specific projects	\$15,062,000
Amounts not budgeted for specific projects	8,241,865
	<hr/>
	\$23,303,865

**Corporation for Public Broadcasting
Statement of Revenues, Expenses and Change in Net Assets
Fifteen Months Ended September 30, 1977**

Revenues:	
Federal appropriations	\$120,500,000
Grants and contracts	
Federal	115,500
Non-federal (Note 1)	369,387
Grant refunds (Note 1)	527,801
Interest income	4,079,018
	<u>125,591,766</u>
Expenses:	
Direct support to local television and radio stations (Community Service and Expansion Grants)	\$ 67,659,805
Support for television program production	14,351,952
Support for television program distribution	15,144,853
Support for radio program production and distribution	8,383,678
Other grants and projects (Note 4)	4,677,073
Project administration costs (Note 4)	3,017,058
Total projects and activities	<u>113,234,411</u>
Corporate direction and administration (Note 4)	3,610,543
	<u>\$116,844,954</u>
Excess of revenues over expenses	8,746,812
Net assets at beginning of period	14,557,053
Net assets at end of period	<u>\$23,303,865</u>

**Corporation for Public Broadcasting
Statement of Changes in Financial Position
Fifteen Months Ended September 30, 1977**

Cash and temporary investments were provided by:	
Operations:	
Revenues	\$125,591,766
Less expenses	116,844,954
Excess of revenues over expenses	<u>8,746,812</u>
Contributions by other organizations to costs of the satellite interconnection system	3,493,677
Net funds provided by changes in other assets and liabilities	812,774
	<u>13,053,263</u>
Cash and temporary investments were used for:	
Construction of satellite interconnection project	11,641,378
Increase in cash and temporary investments	<u>\$ 1,411,885</u>

**Corporation for Public Broadcasting
Notes to Financial Statements
September 30, 1977**

Note 1—Significant Accounting Policies

The Corporation, a District of Columbia Nonprofit Corporation authorized to receive Federal appropriations under Title II of the Public Broadcasting Act of 1967, as amended, is exempt from income taxes as an organization described in Section 501(c)(3) of the Internal Revenue Code, and excise taxes as an organization that is not a private foundation as defined in Section 509(a) thereof.

Beginning July 1, 1976, the Corporation changed its fiscal year from June 30 to September 30 to conform with a similar change by the Federal Government. Accordingly, the accompanying financial statements present the revenues, expenses and change in net assets and the changes in financial position for the fifteen-month period ended September 30, 1977.

Deferred grant income represents the unexpended balances of grants awarded to the Corporation for certain joint or restricted projects which are required to be returned to the grantors in the event such balances are not expended or committed for the purposes of the grant.

Liabilities and expenses relating to grants and other agreements made by the Corporation are recorded as of the date that the liability of the Corporation is established pursuant to the underlying grant documents. The unexpended balances of the grants awarded by the Corporation are required to be returned to the Corporation in the event such balances are not expended in accordance with terms stipulated by the grant. Grant refunds to the Corporation are recorded at the time of determination of the amount of refund due the Corporation, which is normally concurrent with the submission of a final accounting by the grantee.

Purchases of office equipment and fixtures (\$72,677 for the fifteen-month period ended September 30, 1977) are charged to expense in the year of acquisition. Corporation contributions to employees' retirement plans are funded currently (\$352,085 for the fifteen-month period ended September 30, 1977).

Costs for construction of the satellite interconnection system for television as further described in Note 2, are capitalized as a deferred charge during the construction period. Upon completion of the system, which is expected to occur during fiscal 1979, the deferred charge will be amortized over the estimated useful life of the system of ten years.

Note 2—Satellite Interconnection

The Corporation has contracted with communication systems contractors to construct a satellite interconnection system for public television licensees. The satellite interconnection will serve public television stations in the continental United States, Alaska, Hawaii, Puerto Rico, and the United States Virgin Islands. It will consist of leased satellite transponders and construction of a main origination terminal just outside of Washington, D.C., four (later five) regional transmit-receive terminals within the continental United States, and 148 receive-only earth terminals. Also, the facilities at the Public Broadcasting Service's Technical Center in Washington, D.C. will be augmented for use in the system.

The construction and related project administration costs are budgeted at approximately \$40,000,000 and will be expended over a construction period extending into fiscal 1979. The Corporation will finance approximately \$32,500,000 of the cost under a ten-year revolving line of credit with a syndicate of commercial lenders (see Note 3). This line of credit, which is unused as of September 30, 1977, is expected to be repaid primarily out of Federal appropriations received by the Corporation during the ten-year loan period. The balance of the estimated cost is expected to be provided through direct contributions by the Corporation, PBS, non-commercial broadcasting licensees and other interested parties.

Beginning July 1, 1976, costs incurred are being deferred until completion of the system (see Note 1). The deferred charge at September 30, 1977 is analyzed as follows:

Total costs incurred as of September 30, 1977	\$12,948,752
Less contributions to the cost of the system received from Public Broadcasting Service, non-commercial broadcasting licensees and other interested parties through September 30, 1977	3,920,000
	9,028,752
Less costs incurred prior to the Corporation's final decision to construct the system which were charged to expense prior to June 30, 1976, net of \$426,323 contributed by others	881,050
Deferred charge—satellite interconnection system costs at September 30, 1977	<u>\$ 8,147,702</u>

Note 3—Revolving Line of Credit and Compensating Balance Requirements

In May 1977, the Corporation entered into a loan agreement with a syndicate of commercial banks to finance the cost of the satellite interconnection system described in Note 2. The loan agreement provides for a ten-year revolving line of credit in an initial amount of \$32,500,000, the amount which may be borrowed in each fiscal year beginning after October 1, 1978 is decreased by \$3,611,111 in each year. Amounts borrowed in each fiscal year become due and

payable at the end of each fiscal year. After repayment in full, the Corporation may reborrow under the line of credit (in the reduced amount each year described above) as long as there are enacted advance year appropriations for the Corporation by the Congress under the Public Broadcasting Financing Act of 1975, in certain specified amounts, for the next two succeeding years. As of September 30, 1977, Congress had enacted advance year appropriations for the Corporation through the fiscal year ending September 30, 1979.

Interest is payable on amounts outstanding under the agreement at the prime rate through September 30, 1981. The interest rate will increase to 1/4% and 1/2% above the prime rate on October 1, 1981 and 1984, respectively. The agreement also requires payment each quarter of a commitment fee equal to 1/2% per annum of the unused available credit. The Corporation has the right to reduce the amount of the line of credit at any time without penalty.

Pursuant to the agreement, the Corporation must maintain on deposit with the lenders average compensating balances of 10% of the total amount available under the line of credit plus 10% of amounts borrowed thereunder. At September 30, 1977, all such compensating balance requirements had been met.

As of September 30, 1977, no amounts had been borrowed by the Corporation under this loan agreement. It is management's intention to utilize funds of the Corporation to finance the construction costs of the satellite interconnection system to the extent possible during each fiscal year, the Corporation will borrow under the loan agreement when such funds are required for other purposes of the Corporation. On this basis, net assets used to finance the satellite interconnection system in lieu of borrowing under the loan agreement approximated \$7,300,000 at September 30, 1977.

Note 4—Expenses

Other grants and projects include expenses other than for staff and support costs for minority and women's training grants, engineering research and development projects, communications research projects, grants and projects to enhance the use of public broadcasting materials in education, development and publication of Corporation reports and pamphlets, contract and related costs incident to statistical gathering and dissemination and similar expenses.

Project administration costs include expenses for Corporation staff and related logistical costs (travel, consultants, professional services, etc.) for administering grants, projects and activities in all the program areas of the Corporation—television, radio, communications research, educational activities, management information systems, long-range planning, public affairs and similar activities. Project administration costs for the fifteen-month period ended September 30, 1977, are as follows:

Personnel and related costs	\$2,486,360
Other expenses	530,698
	<u>\$3,017,058</u>

Corporate direction and administration expenses for the fifteen-month period ended September 30, 1977 are summarized as follows:

Personnel and related costs	\$2,050,174
Occupancy costs, net	820,281
Professional services	132,236
Other expenses	607,852
	<u>\$3,610,543</u>

Note 5—Lease Agreements

The Corporation has long-term leases on office space which expire in 1978 and 1980. Annual base rentals under these leases are \$982,000 and \$327,000, respectively. Substantially all of the premises covered by the lease expiring in 1978 are sublet.

The Corporation is also obligated under a lease agreement payable in equal monthly instalments through June 30, 1979 for certain equipment utilized by several non-commercial educational broadcasting licensees. The lease has been recorded as an instalment purchase and the related liability, net of interest, is included in "grants and contracts payable" (\$189,093 at September 30, 1977).

Note 6—Litigation

The Corporation was one of several defendants in a legal action seeking, among other things, (1) to restrain such defendants from continuing activities influencing non-commercial programming decisions which are alleged to be in violation of the Public Broadcasting Act of 1967 and the Constitution of the United States, and (2) damages aggregating \$100,000. In July 1975, the U.S. District Court for the District of Columbia issued a Memorandum Opinion and order dismissing this lawsuit as to all defendants, including the Corporation. The plaintiffs filed a notice of appeal on August 21, 1975 in the U.S. Court of Appeals, District of Columbia Circuit where the case was argued in June 1976. That court, in a decision rendered on July 22, 1977, affirmed in part and reversed in part the U.S. District Court's decision and remanded the case to the District Court for further proceedings. The U.S. District Court has issued a stay of proceedings based on a representation by the Corporation that it will file a petition for a writ of certiorari to the Supreme Court. The Corporation anticipates filing such a petition with the Supreme Court in December 1977.

**Corporation for
Public Broadcasting
Fifteen Months Ended
September 30, 1977
Grants, Contracts,
and Awards**

**I. Provide Programs for
Public Television:**

A. Production:

KUAT-TV
University of Arizona
Tucson, Ariz 85721 \$ 520
John Blaustein Productions, Inc.
9350 Wilshire Boulevard
Beverly Hills, Calif. 90212 12,500
Columbia Pictures Television
Colgems Square
Burbank, Calif. 91505 45,000
Lorimar Productions, Inc.
4000 Warner Boulevard
Burbank, Calif. 91522 21,525
KOCE-TV
15744 Golden West Street
Huntington Beach, Calif. 92647 4,234
Image Audio, Inc.
P.O. Box 2153
Hollywood, Calif. 90028 109,701
KCET-TV
4401 Sunset Boulevard
Los Angeles, Calif. 90027 1,164,260
Sports Imagery, Inc.
6255 Ebb tide Way
Malibu, Calif. 90265 67,790
Patrick Crowley
5000 Alpine Road
Portola Valley, Calif. 94025 6,000
KPBS-TV
San Diego State University
San Diego, Calif. 92182 2,150
Josh Hanig
660 York Street
San Francisco, Calif. 94110 69,500
KQED, Inc.
1011 Bryant Street
San Francisco, Calif. 94103 1,993,269
Nguzo, Saba Films, Inc.
1002 Clayton Street
San Francisco, Calif. 94117 15,338
D B Jones
95-E Encino Village
Stanford, Calif. 94305 88,943
Charles Fries Production, Inc.
4024 North Radford Avenue
Studio City, Calif. 91604 30,000
The Nelson Company
18321 Ventura Boulevard
Tarzana, Calif. 91356 21,100
KRMA-TV
1261 Glenarm Place
Denver, Colo. 80204 10,000
Connecticut Public Television
24 Summit Street
Hartford, Conn. 06106 35,800
The Institute for Services to
Education, Inc.
2001 S Street, NW
Washington, D.C. 20009 21,709
Public Broadcasting Service
485 L'Enfant Plaza, SW
Washington, D.C. 20024 3,106,683
Greater Washington Educational
Television Association (WETA)
P.O. Box 2626
Washington, D.C. 20013 932,159
WPBT
P.O. Box 61001
Miami, Fla. 33161 8,585
KUID-TV
University of Idaho
Moscow, Idaho 83843 4,973
Videopolis
3730 North Clark Street
Chicago, Ill. 60613 8,650

WTW-TV
5400 North St. Louis Avenue
Chicago, Ill. 60625 34,880
WTIU-TV
Indiana University
Bloomington, Ind. 47401 650
Iowa Public Broadcasting Network
P.O. Box 1758
Des Moines, Iowa 50306 2,772
WYES-TV
P.O. Box 24026
New Orleans, La. 70184 200
WCBB-TV
1450 Lisbon Street
Lewiston, Maine 04240 3,978
Maine Public Broadcasting Network
University of Maine
Orono, Maine 04473 963
Maryland Center for Public
Broadcasting
11767 Bonita Avenue
Owings Mills, Md. 21117 25,703
Ray Hubbard Associates, Inc.
11720 Beall Mountain Road
Potomac, Md. 20854 22,650
WGBH Educational Foundation
125 Western Avenue
Boston, Mass. 02134 281,200
Christopher Sarson
162 Waverly Avenue
Newton, Mass. 02158 17,170
WGBY-TV
One Armory Square
Springfield, Mass. 01105 1,590
KTCA-TV
1640 Como Avenue
St. Paul, Minn. 55108 3,498
KCPT-TV
2100 Stark
Kansas City, Missouri 64126 18,152
KUON-TV
P.O. Box 83111
Lincoln, Neb. 68501 1,428
Nebraska Educational Television
Commission
P.O. Box 83111
Lincoln, Neb. 68501 612
Open Circle Cinema, Ltd.
P.O. Box 315
Franklin Lakes, NJ 07417 6,000
H. Calvin Johnson Associates
65 Curtis Avenue
Piscataway, N.J. 08854 32,618
John Nathan
Princeton University
211 Jones Hall
Princeton, N.J. 08540 5,000
New Jersey Public Broadcasting
Authority
1573 Parkside Avenue
Trenton, N.J. 08638 14,367
Pacific Street Film Collective
280 Clinton Street
Brooklyn, N.Y. 11201 2,260
WSKG-TV
P.O. Box 97
3311 East Main Street
Endwell, N.Y. 13760 2,520
Gregg Burton
73 Albatross Road
Levittown, N.Y. 11756 7,521
Bowling Green Films, Inc.
P.O. Box 384 Hudson
New York, N.Y. 12534 10,800
Children's Television Workshop
One Lincoln Plaza
New York, N.Y. 10023 1,150,000
Eugene O'Neill Memorial Theater
Center
1860 Broadway
New York, N.Y. 10023 19,989
Killiam Shows, Inc.
6 East 39th Street
New York, N.Y. 10016 37,000
Global Village Video Resource Center
454 Broome Street
New York, N.Y. 10012 30,000
Latino Television Broadcast Service, Inc.
1699 Lexington Avenue
New York, N.Y. 10029 21,929

Lincoln Center for the Performing
Arts, Inc.
356 West 58th Street
New York, N.Y. 10019 501,000
Palford Productions
430 Park Avenue
New York, N.Y. 10022 33,200
Pennebaker, Inc.
56 West 45th Street
New York, N.Y. 10036 137,957
PTV Productions, Inc.
One Dag Hammarskjold Plaza
New York, N.Y. 12534 19,795
John H. Secondary Productions, Inc.
745 Fifth Avenue
New York, N.Y. 10022 394,092
WNET-TV
356 West 58th Street
New York, N.Y. 10019 2,661,073
Milberg Theatrical Productions, Inc.
RR2 Box 104
Pound Ridge, N.Y. 10576 29,000
WXXI-TV
Box 21
Rochester, N.Y. 14601 47,825
WMHT-TV
Box 17
Schenectady, N.Y. 12301 6,335
UNC Television Network (WUNC)
202 University Square West
Chapel Hill, N.C. 27514 6,563
WBGU-TV
Bowling Green State University
Bowling Green, Ohio 43403 1,261
WCET-TV
1223 Central Parkway
Cincinnati, Ohio 45214 19,849
WVIZ-TV
4300 Brookpark Road
Cleveland, Ohio 44134 23,600
WITF-TV
P.O. Box Z
Hershey, Pa. 17033 38,246
WHYY, Inc.
4548 Market Street
Philadelphia, Pa. 19139 131,000
Family Communications, Inc.
4802 Fifth Avenue
Pittsburgh, Pa. 15213 32,200
WQED-TV
4802 Fifth Avenue
Pittsburgh, Pa. 15213 165,242
South Carolina ETV Commission
P.O. Drawer L
Columbia, S.C. 29250 58,784
Southern Educational Communications
Association
P.O. Box 5966
Columbia, S.C. 29250 11,520
KUSD-TV
University of South Dakota
Vermillion, S.D. 57069 757
KERA-TV
3000 Harry Hines Boulevard
Dallas, Texas 75201 406,932
KUHT-TV
4513 Cullen Boulevard
Houston, Texas 77004 3,540
KUED-TV
University of Utah
Salt Lake City, Utah 84112 305
WCVE-TV
Central Virginia ETV Corporation
23 Sesame Street
Richmond, Va. 23235 210
KWSU-TV
Washington State University
Pullman, Wash. 99163 10,000
KCTS-TV
University of Washington
4045 Brooklyn Avenue
Seattle, Wash. 98105 3,020
State of Wisconsin Educational
Communications Board
732 North Midvale Boulevard
Madison, Wis. 53707 76,487
Total Category I-A 14,350,832

B. Distribution:

Public Broadcasting Service	485 L'Enfant Plaza, S.W.	Washington, D.C. 20024	15,098,263
Microwave Associates, Inc.	P.O. Box 3033	Boston, Mass. 02107	8,530
Lincol Lease/Way, Inc.	One Lincoln First Square	Rochester, N.Y. 14643	35,306
Total Category I-B			15,442,099
Total Category I			\$29,492,931

**II. Provide Programs for Public Radio:
Production and Distribution:**

National Public Radio	2025 M Street, N.W.	Washington, D.C. 20036	\$ 7,729,312
Samuel C. O. Holt	3532 Edmunds Street, N.W.	Washington, D.C. 20007	346
Nancy V. Raine	11076 Berrywick Avenue	Columbia, Md. 21044	11,164
Minnesota Educational Radio, Inc.	(KSJN)	400 Sibley Street	424,895
Larry Josephson	St. Paul, Minn. 55101		
WGUC-FM	110 Emery Hall	University of Cincinnati	100,000
WOSU-AM-FM	2400 Olentangy River Road	Columbus, Ohio 43210	49,310
Richard Imison	British Broadcasting Corporation	London, W1A 1AA, England	5,604
Total Category II			\$ 8,349,176

III. Planning, Research and Evaluation:

A. Communication Research:

KQED, Inc.	1011 Bryant Street	San Francisco, Calif. 94103	\$ 21,636
Research and Programming Service, Inc.	569 Buena Vista West	San Francisco, Calif. 94117	22,024
Arbitron	P.O. Box 1815 U	Washington, D.C. 20013	50,624
Peter Durr	700 Seventh Street, S.W.	Washington, D.C. 20003	16,885
National Association of Educational Broadcasters	1346 Connecticut Avenue, N.W.	Washington, D.C. 20036	1,000
E. B. Eislein	University of Arizona	Tucson, Ariz. 85721	1,000
WJCT-TV	2037 Main Street	Jacksonville, Fla. 32206	7,087
Florida State University	Tallahassee, Fla. 32306		19,479
David LeRoy	1140 Ocala Road, #5	Tallahassee, Fla. 32304	6,254
Edward Wotring	Florida State University	Tallahassee, Fla. 32306*	3,000
A. C. Nielsen Company	P.O. Box 95228	Chicago, Ill. 60690	98,492
R. H. Bruskin Associates	P.O. Box 1287	303 George Street	
Benson and Benson, Inc.	New Brunswick, N.J. 08903		860
Total Category II			4,000

Marketing Research Associates 1009 Garrison Avenue Teaneck, N.J. 07666	5,402	Kessler and Wilhelm 3700 B-1 N E 53rd Avenue Gainesville, Fla. 32601	71,002	University of Wisconsin WHA Madison, Wisc 53706	81,746	WPBT-TV P.O. Box 61001 North Miami, Fla. 33161	464,062
Statistical Research, Inc. 111 Prospect Street Westfield, N.J. 07090	54,850	Booz-Allen and Hamilton, Inc. 4733 Bethesda Avenue Bethesda, Md. 20014	29,355	Total Category IV-A	285,082	WMFE-TV 2908 West Oak Ridge Road Orlando, Fla. 32809	279,798
James W. Swinehart 1310 Bolton Road Pelham Manor, N.Y. 10803	2,000	Forrest L. Morris P.O. Drawer 1101 Jackson, Mississippi 39205	2,000	B. Support Station Operations: (1) By grants to stations, regional networks, or other operating organizations for general operating purposes.		WSRE-TV 1000 College Boulevard Pensacola, Fla. 32501	267,618
Nicholas Research, Inc. 535 Cathedral Parkway New York, N.Y. 10025	33,028	KUON-TV P.O. Box 83111 Lincoln, Neb. 68501	19,900	Alabama Educational Television 2101 Magnolia Avenue Birmingham, Alabama 35205	741,405	WFSU-TV 202 Dodd Hall Tallahassee, Fla. 32306	255,203
Research Foundation of the City University of New York 505 Park Avenue New York, N.Y. 10022	10,000	Nebraska Educational Television Commission P.O. Box 83111 Lincoln, Neb. 68501	19,930	KAKM-TV 3211 Providence Drive Anchorage, Alaska 99504	154,177	WEBU-TV 908 South 20th Street Tampa, Fla. 33605	344,455
Roper Organization One Park Avenue New York, N.Y. 10016	46,765	Office of Newark Studies 909 Broad Street Newark, N.J. 07102	3,000	KYUK-TV Box 468 Bethel, Alaska 99559	74,047	WUSF-TV University of South Florida Tampa, Fla. 33620	276,781
Yankelovich, Skelly and White, Inc. 575 Madison Avenue New York, N.Y. 10022	27,500	David Hershberg 14 Surrey Lane East Setauket, N.Y. 11733	2,955	KUAC-TV University of Alaska Fairbanks, Alaska 99701	207,251	WGTV-TV University of Georgia Athens, Ga. 30602	326,752
Faber and Company 1821 Pembroke Road P.O. Box 9401 Greensboro, N.C. 27408	8,335	Comsat General Corporation P.O. Box 6221 Church Street Station New York, N.Y. 10249	9,090	KAET-TV Arizona State University Tempe, Ariz. 85281	378,246	Georgia State Department of Education 121 State Office Building Atlanta, Ga. 30334	623,747
Ohio University Broadcast Research Center Athens, Ohio 45701	7,671	Southern Educational Communications Association P.O. Box 5966 Columbia, S.C. 29250	62,500	KUAT-TV University of Arizona Tucson, Ariz. 87521	360,830	WETV-TV 740 Bismarck Road, N.E. Atlanta, Ga. 30324	348,164
Caldatta 1012 Metz Avenue State College, Pa. 16801	1,220	Atlantic Research Corporation 5390 Cherokee Avenue Alexandria, Va. 22314	44,084	KETS-TV 350 South Donaghay Conway, Ark. 72032	358,705	KGTF-TV P.O. Box 3615 Agana, Guam 96910	152,327
University of Texas at Austin Center for Communications Research Austin, Texas 78712	2,448	National Scientific Laboratories 2922 Telesat Court Faith Church, Va. 22042	10,978	KEET-TV P.O. Box 13 Eureka, Calif. 95501	92,088	Hawaii Public Broadcasting Authority KNET 2350 Dole Street Honolulu, Hawaii 96822	305,739
KUED University of Utah Salt Lake City, Utah 84112	5,032	KSPB-TV South 3911 Regal Street Spokane, Wash. 99203	24,850	KOCE-TV 15744 Golden West Street Huntington Beach, Calif. 92647	468,762	KAID-TV 1910 College Boulevard Boise, Idaho 83725	208,845
Lawrence Lichty 2124 Chamberlain Avenue Madison, Wisc 53705	3,425	Total Category III-B	684,330	KMTF-TV 733 L Street Fresno, Calif. 93721	49,101	KUID-TV University of Idaho Moscow, Idaho 83843	219,299
WMVS-TV 1015 North Sixth Street Milwaukee, Wisc 53203	2,042	Total Category III	\$ 1,146,809	KCET-TV 4401 Sunset Boulevard Los Angeles, Calif. 90027	1,303,653	KBGL-TV Idaho State University Pocatello, Idaho 83201	215,773
Total Category III-A	462,479	IV. Undertake Development and Support Activities (TV and Radio):					
A. Develop Program Quality:		By projects using talent outside of the public broadcasting industry and by innovation, experimentation and demonstration to develop new production and presentation techniques.					
Glen Fleck Design 369 Bonhill Road Los Angeles, Calif. 90049	3,712	Kit Galloway 1741 Virginia Street Berkeley, Calif. 94703	\$ 10,000	KIVE-TV 1061 West Temple Street Los Angeles, Calif. 91202	386,396	WSIU-TV Communications Building Carbondale, Ill. 62901	306,236
KCET-TV 4401 Sunset Boulevard Los Angeles, Calif. 90027	11,600	Youth Projects, Inc. 149 North Street San Francisco, Calif. 94103	37,483	KIXE-TV P.O. Box 9 Redding, Calif. 96001	113,622	WTTW-TV 5400 North St. Louis Avenue Chicago, Ill. 60625	802,475
Edward E. Reinhart Box 24 Montrose, Calif. 91020	1,000	Eugene O'Neill Memorial Theater Center, Inc. 305 Great Neck Road Waterford, Conn. 06385	26,570	KVIE-TV P.O. Box 6 Sacramento, Calif. 95801	253,133	WTWP-TV 1501 West Bradley Avenue Peoria, Ill. 61625	189,903
Herbert S. Dordick 1158 Las Puertas Place Pacific Palisades, Calif. 90272	16,245	Eli Productions, Inc. 1518 P Street, N.W. Washington, D.C. 20005	11,520	KVCR-TV 631 South Mt Vernon Avenue San Bernardino, Calif. 92403	219,023	WILL-TV 1110 West Main Street Urbana, Ill. 61801	227,175
Educom Communications and Development 701 Welch Road Palo Alto, Calif. 94304	75,491	Greater Washington Educational Television Association (WETA) P.O. Box 2626 Washington, D.C. 20013	17,000	KPBS-TV San Diego State University San Diego, Calif. 92182	312,089	WTIU-TV Indiana University Bloomington, Ind. 47401	350,493
Albert L. Horley 701 Welch Road Palo Alto, Calif. 94304	1,778	WGBH-TV 125 Western Avenue Boston, Mass. 02134	25,000	KQED-TV 1011 Bryant Street San Francisco, Calif. 94103	743,979	WNIN-TV 9201 Petersburgh Road Evansville, Ind. 47711	163,680
James M. Janky 701 Welch Road Palo Alto, Calif. 94304	26,423	Massachusetts Institute of Technology 77 Massachusetts Avenue Cambridge, Mass. 02139	1,892	KRCM-TV 1700 Hillsdale Boulevard, West Sah Mateo, Calif. 94402	151,751	WFYI-TV 1440 North Meridian Street Indianapolis, Ind. 46202	181,927
Richard C. Block 2820 Lake Street San Francisco, Calif. 94121	4,958	International Film Seminars, Inc. 1860 Broadway New York, N.Y. 10023	24,805	KRMA-TV 1261 Glenarm Place Denver, Colo. 80204	407,245	WIPB-TV Box 2701 Muncie, Ind. 47302	139,348
Eric Small 271 Columbus Avenue San Francisco, Calif. 94133	1,334	University of North Carolina Network University of North Carolina Chapel Hill, N.C. 27514	17,000	KTSC-TV 2200 Benfort Boulevard Pueblo, Colo. 81001	214,044	WNIT-TV P.O. Box 34 South Bend, Ind. 46624	164,341
Arnold and Porter 1229 19th Street, N.W. Washington, D.C. 20036	4,278	WVIA-TV Public Broadcasting Center Old Boston Road Pittston, Pa. 18640	17,000	Connecticut Educational Television Corporation 24 Summit Street Hartford, Conn. 06106	446,808	WCAE-TV 123 Sesame Street St. John, Ind. 46373	172,246
Public Broadcasting Service 485 L'Enfant Plaza, S.W. Washington, D.C. 20024	50,582	Texas Consumer Education and Communications Development Committee, Inc. P.O. Box 547 Alamo, Texas 78516	15,066	WETA P.O. Box 2626 Washington, D.C. 20013	587,931	WWUT-TV 1029 North Fourth Street Vincennes, Ind. 47591	211,836
Touche, Ross and Company 1900 M Street, N.W. Washington, D.C. 20036	87,285	WLRN/WTHS-TV 1410 N.E. Second Avenue Miami, Fla. 33132	15,066	WUFT-TV University of Florida Gainesville, Fla. 32611	265,807	Iowa Educational Broadcasting Network P.O. Box 1758 Des Moines, Iowa 50306	1,029,352
Greater Washington Educational Television Association (WETA) P.O. Box 2626 Washington, D.C. 20013	100,000	WJCT-TV 2037 Main Street Jacksonville, Fla. 32206	429,256	KTWU-TV 17th and Washburn Topeka, Kansas 66621	110,656	KPTZ-TV 352 North Broadway Wichita, Kansas 67202	190,125
28							

WPC-TV	KNME-TV	Oregon Educational and Public Broadcasting Service	KIX-TV
P O Box 1515 Louisville, Ky 40201	1130 University Boulevard, N.E. Albuquerque, N M 87102	272,286	Box 4359 Lubbock, Texas 79409
WLBP-TV	KRWG-TV	KOAC/KOAP	126,198
P Q Box 44064 Baton Rouge, La 70804	New Mexico State University Las Cruces, N M 88003	230,079	P O Box 1097 Portland, Ore 97207
WYES-TV	KENW-TV	282,179	WBKY-TV
P O Box 24026 New Orleans, La 70184	Portales, N M 88130	316,730	Brigham Young University Provo, Utah 84602
WCBB-TV	WNYE-TV	368,295	KUED-TV
1450 Lisbon Street Lewiston, Maine 04240	112 Tillary Street Brooklyn, N Y 11201	204,852	101 Music Hall Salt Lake City, Utah 84112
Maine Public Broadcasting Network	WNED-TV	456,248	488,295
WMEB	P O Box 1263 Buffalo, N Y 14240	492,498	Vermont Educational Television
University of Maine Orono, Maine 04473	WSKG-TV	332,817	Ethan Allen Avenue Winooski, Vt 05404
Maryland Center for Public Broadcasting Owings Mills, Md 21117	P O Box 97 Endwell, N Y 13760	1,089,290	276,037
WGEM-TV	WLW-TV	281,782	WNVT-TV
125 Western Avenue Boston, Mass 02134	Ellington Avenue, West Garden City, N Y 11530	1,648,430	8325 Little River Turnpike Annandale, Va 22003
WGBY-TV	WCNY-TV	330,563	265,465
↑ Armory Square Springfield, Mass 01105	506 Old Liverpool Road Liverpool, N Y 13088	249,621	WVPT-TV
WGVC-TV	WNET-TV	300,239	Port Republic Road Harrisonburg, Va. 22801
Grand Valley State College Allendale, Mich 49401	356 West 58th Street New York, N Y 10019	210,768	213,335
WTVS-TV	WNYC-TV	4,105,290	WHRO-TV
7441 Second Boulevard Detroit, Mich. 48202	2533 Municipal Building New York, N Y 10007	370,362	5200 Hampton Boulevard Norfolk, Va 23503
WKAR-TV	WCFC-TV	474,304	WCVE-TV
600 Kalamazoo Street East Lansing, Mich 48824	State University College Plattsburgh, N Y 12901	379,190	23 Sesame Street Richmond, Va. 23235
WNHU-TV	WXXI-TV	58,978	348,754
Northern Michigan University Marquette, Mich 49855	P O Box 21 Rochester, N Y 14601	180,629	WBRA-TV
WCNU-TV	WMHT-TV	449,852	P O Box 13246 Roanoke, Va 24032
Central Michigan University Mt Pleasant, Mich. 48859	Box 117 Schenectady, N Y 12301	211,976	252,528
WUCM-TV	WNPE-TV	394,843	WTJX-TV
Delta Road University Center, Mich 48710	P O Box 114 Watertown, N Y 13601	239,949	P O Box 5077 St Thomas, V. I 00801
KWCM-TV	University of North Carolina Television Network	71,110	208,498
128 West Sorenson Appleton, Minn 56208	202 University Square, West Chapel Hill, N C 27514	525,021	KWSU-TV
KAVT-TV	WTVI-TV	261,531	Murrow Communications Center Pullman, Wash. 99163
1900 Eighth Avenue NW Austin, Minn 55912	42 Coliseum Drive Charlotte, N C 28205	779,678	220,670
WDSE-TV	KFME-TV	WRZK-TV	
210 Bradley Building Duluth, Minn 55802	4500 South University Drive Fargo, N D 58102	129,733	P O Box 2567 Pago Pago, American Samoa 96799
KTCA-TV	WOUB-TV	116,675	443,274
1640 Como Avenue St Paul, Minn 55108	College Street Athens, Ohio 45701	380,050	WTWJ-TV
Mississippi Authority for Educational Television P O Drawer 1101 Jackson, Mississippi 39205	WBGU-TV	117,249	South 3911 Regal Spokane, Wash 99203
KCPT-TV	WCET-TV	1105 South Fifteenth Avenue Yakima, Wash 98902	267,479
2100 Stark Kansas City, Missouri 64126	1223 Central Parkway Cincinnati, Ohio 45214	670,720	KPEO/KPCO-TV
KETC-TV	WLYZ-TV	15 North Haven Street Sumter, S C 29150	4400 Steelacoom Building, S W Tacoma, Wash 98499
6996 Millbrook Boulevard St Louis, Missouri 63130	4300 Brookpark Road Cleveland, Ohio 44134	388,036	246,850
KOZK-TV	WOSU-TV	WRJA-TV	
MPO Box 21 Springfield, Missouri 65801	2400 Olentangy River Road Columbus, Ohio 43210	177,401	P O Box 1357 Tacoma, Wash. 98401
Nebraska Educational Television Commission P O Box 83111 Lincoln, Neb 68501	WNEO-TV	222,498	
KUON-TV P O Box 83111 Lincoln, Neb 68501	1640 Franklin Avenue Kent, Ohio 44240	335,995	KSPS-TV
KLXV-TV	WPTD-TV	1105 South Fifteenth Avenue Yakima, Wash 98902	357,834
5700 Mountain Vista Street Las Vegas, Nev 89120	3440 Office Park Road Dayton, Ohio 45439	337,280	KCTS-TV
New Hampshire Network Box Z	WGT-E-TV	118,045	University of Washington BH-10 Seattle, Wash 98195
Durham, N H 03824	415 North St Clair Street, Toledo, Ohio 43604	353,825	KPSB-TV
New Jersey Public Broadcasting Authority 1573 Parkside Avenue Trenton, N J 08638	KOKH-TV	220,670	South 3911 Regal Spokane, Wash 99203
WYEP-TV	1801 North Ellison Oklahoma City, Okla 73106	969,989	268,363
P O Box 24026 New Orleans, La 70184	• Oklahoma ETV Authority 7403 North Kelley Avenue Oklahoma City, Okla 73114	321,824	WWVU-TV
WYEP-TV	KSYS-TV	288,175	P O Box 24 Morgantown, W Va 26505
P O Box 24026 New Orleans, La 70184	34 South Fir Medford, Ore 97501	288,175	283,451
WYEP-TV	KUHT-TV	209 Communication Building, Knoxville, Tenn 37916	WPNE-TV
P O Box 24026 New Orleans, La 70184	Highway 190 West Killeen, Texas 76541	288,175	732 Midvale Boulevard Madison, Wisc 53705
WYEP-TV	KNCT-TV	306,380	534,637
P O Box 24026 New Orleans, La 70184	Highway 190 West Killeen, Texas 76541	288,175	WHA-TV
WYEP-TV	KAMU-TV	224,642	821 University Avenue Madison, Wisc 53706
P O Box 24026 New Orleans, La 70184	KEDT-TV	351,920	413,383
WYEP-TV	KERA-TV	224,642	WMVS-TV
P O Box 24026 New Orleans, La 70184	3000 Harry Hines Boulevard Dallas, Texas 75201	288,175	1015 North Sixth Street Milwaukee, Wisc 53203
WYEP-TV	KUHT-TV	500,069	WBHM-FM
P O Box 24026 New Orleans, La 70184	4513 Cullen Boulevard Houston, Texas 77004	288,175	University of Alabama Birmingham, Alabama 35294
WYEP-TV	KNCT-TV	297,358	WLRH-FM
P O Box 24026 New Orleans, La 70184	Highway 190 West Killeen, Texas 76541	288,175	222 Holmes Avenue, East Huntsville, Alabama 35801
WYEP-TV	KYUK-AM	179,719	5,144
P O Box 24026 New Orleans, La 70184	P O Box 37 Bethel, Alaska 99559	23,012	KUAC-FM
WYEP-TV	KOTZ-AM	23,012	University of Alaska Fairbanks, Alaska 99701
P O Box 24026 New Orleans, La 70184	P O Box 78 Kotzebue, Alaska 99752	38,984	KMCR-FM
WYEP-TV	KUAT-AM	26,386	Maricopa Community Radio Phoenix, Ariz 85003
P O Box 24026 New Orleans, La 70184	University of Arizona Tucson, Ariz 85721	47,257	49,303

KUAT-FM University of Arizona Tucson, Ariz 85721	23,012	WFSU-FM Florida State University Tallahassee, Fla 32306	40,741	WFPK-FM Louisville Free Public Library Louisville, Ky 40203	23,012	KSJN-FM Minnesota Educational Radio, Inc. St. Paul, Minn 55101	104,832
KAWC-AM Arizona Western College Yuma, Ariz 85364	26,151	WUSF-FM University of South Florida Tampa, Fla 33620	43,286	WFPL-FM Louisville Free Public Library Louisville, Ky 40203	23,012	KSJR-FM 400 Sibley Street St. Paul, Minn 55101	42,705
KASU-FM Arkansas State University Jonesboro, Ark 72467	25,094	WHRS-FM 3323 Belvedere Road West Palm Beach, Fla 33406	42,647	WMKY-FM Morehead State University Morehead, Ky 40351	26,960	WSCD-FM 400 Sibley Street St. Paul, Minn 55101	29,780
KPFA-FM 2207 Shattuck Avenue Berkeley, Calif 94704	72,602	WABE-FM 740 Bismarck Road, N E Atlanta, Ga 30324	53,540	WKMS-FM Murray State University Murray, Ky 42071	23,012	WNJC-FM Northwest Junior College Senatobia, Mississippi 38668	23,327
White Ash Broadcasting, Inc. KVPR-FM 1759 Fulton Avenue Fresno, Calif 93712	50,000	WSIU-FM Southern Illinois University Carbondale, Ill 62901	51,554	WEKU-FM Eastern Kentucky University Richmond, Ky 40475	3,800	KBFL-FM School District #1 Buffalo, Missouri 65622	23,012
KLON-FM 1305-East Pacific Coast Highway Long Beach, Calif 90806	23,773	WBEZ-FM 240 North LaSalle Street Chicago, Ill 60601	100,468	WWNO-FM University of New Orleans New Orleans, La 70122	36,212	KBIA-FM University of Missouri Columbia, Missouri 65201	74,941
KUSC-FM University of Southern California Los Angeles, Calif 90007	273,012	WNIU-FM Northern Illinois University DeKalb, Ill 60115	30,555	WMEH-FM University of Maine Orono, Maine 04473	36,012	KCUR-FM University of Missouri Kansas City, Missouri 64110	48,572
KPFK-FM 3729 Cahuenga Boulevard North Hollywood, Calif. 91604	90,627	WSIE-FM Southern Illinois University Edwardsville, Ill 62025	31,806	WMEA-FM University of Maine Orono, Maine 04473	25,641	KXCV-FM Northwest Missouri State University Maryville, Missouri 64468	28,758
KPCS-FM 1570 Colorado Boulevard Pasadena, Calif 91106	31,571	WCBU-FM 1501 West Bradley Avenue Peoria, Ill 61606	43,182	WBJC-FM Community College of Baltimore Baltimore, Md 21215	34,379	KSQZ-FM School of the Ozarks Point Lookout, Missouri 65726	46,416
KERS Foundation of California State University 6000 J Street, Adm 169 Sacramento, Calif 95819	25,000	Augustana College 639 38th Street Rock Island, Ill 61201	25,000	WFCR-FM Western Massachusetts Broadcasting Council, Inc Amherst, Mass 01002	52,622	KUMR-FM University of Missouri Rolla, Missouri 65401	47,080
KVCR-FM San Bernardino Community College San Bernardino, Calif 92403	32,674	WILL-AM 228 Gregory Hall Urbana, Ill 61801	63,346	WBUR-FM 630 Commonwealth Avenue Boston, Mass 02215	72,616	KSMU-FM 901 South National Springfield, Missouri 65802	20,900
KPBS-FM San Diego State College San Diego, Calif 92115	36,344	WIFU-FM Indiana University Bloomington, Ind 47401	50,151	WGBH-FM WGBH Educational Foundation Boston, Mass 02134	48,905	KWMU-FM University of Missouri St. Louis, Missouri 63121	55,490
KALW-FM 21st and Harrison Streets San Francisco, Calif 94110	25,400	Southwest Indiana Public TV, Inc 9201 Petersburg Road Evansville, Ind. 47711	25,000	WUOM-FM University of Michigan Ann Arbor, Mich 48104	112,693	KCMW-FM Central Missouri State University Warrensburg, Missouri 64093	25,807
KQED-FM 1011 Bryant Street San Francisco, Calif 94103	35,036	WIAN-FM Indianapolis Public Schools Indianapolis, Ind 46203	31,280	WAWS-FM Andrews Broadcasting Corporation Berrien Springs, Mich. 49104	27,065	KUFM-FM University of Montana Missoula, Montana 59801	23,704
KCBX-FM Community Broadcasting, Inc 1026 Chorro Street San Luis Obispo, Calif 93401	25,000	WVUB-FM Vincennes University Vincennes, Ind 47591	23,224	WDET-FM Wayne State University Detroit, Mich 48202	58,580	KIOS-FM 124 North 20th Street Omaha, Neb 68102	25,388
KCSM-FM 1700 West Hillsdale Boulevard San Mateo, Calif. 94402	12,225	WBAA-AM Purdue University West Lafayette, Ind 47907	36,980	WKAR-AM Michigan State University East Lansing, Mich 48824	41,676	Newark Public Radio, Inc WBGO 909 Broad Street Newark, N J 07102	100,000
KCRW-FM 1723 Fourth Street Santa Monica, Calif 90401	39,012	WOI-AM Iowa State University Ames, Iowa 50010	32,955	WFBF-FM 605 Crapo Street Flint, Mich 48503	38,796	KRWG-FM New Mexico State University Las Cruces, N M 88003	2012
KBBF-FM 4010 Finley Avenue Santa Rosa, Calif 95401	36,596	WOI-FM Iowa State University Ames, Iowa 50010	32,374	WGGL-FM Michigan Technological University Houghton, Mich 49931	44,326	KTDB-FM P O Box 18 Ramah, N M. 87321	23,012
KUOP-FM 3601 Pacific Avenue Stockton, Calif 95211	36,345	KFKE-FM University of Northern Iowa Cedar Falls, Iowa 50613	65,161	WIAA-FM National Music Camp Interlochen, Mich 49643	43,012	WAMC-FM Albany Medical College Albany, N Y 12208	59,718
KCPB Conejo Public Broadcasters, Inc 223 East Thousand Oaks Boulevard Thousand Oaks, Calif 91360	25,000	KUNI-FM University of Northern Iowa Cedar Falls, Iowa 50613	36,345	WMUK-FM Western Michigan University Kalamazoo, Mich 49001	38,344	WBFO-FM University of New York Albany, N Y 12224	37,668
KCFR-FM University of Denver Denver, Colo 80210	36,327	KCCK-FM Kirkside Community College Cedar Rapids, Iowa 52406	41,582	WNMU-FM Northern Michigan University Marquette, Mich 49855	34,476	WSLU-FM St. Lawrence University Canton, N Y 13617	24,972
KUNC-FM University of Northern Colorado Greeley, Colo 80639	30,914	WSUI-AM University of Iowa Iowa City, Iowa 52240	54,426	WCMU-FM Central Michigan University Mt Pleasant, Mich 48859	44,290	WSKG-FM 331 East Main Street Endwell, N Y 13760	23,012
WAMU-FM The American University Washington, D C 20016	53,542	KWIT Western Iowa Tech Community College P O Box 7000 Sioux City, Iowa 51102	100,000	KAXE-FM Box 474 Grand Rapids, Minn 55744	9,500	WCNY-FM 506 Old Liverpool Road Liverpool, N Y. 13088	23,012
WETA-FM P O Box 2626 Washington, D C 20013	47,595	KANU-FM University of Kansas Lawrence, Kansas 66045	53,700	KUOM-AM University of Minnesota Minneapolis, Minn 55455	47,826	WBAI-FM 359 62nd Street New York, N Y 10021	104,328
WJCT-FM 2037 North Main Street Jacksonville, Fla 32206	36,346	KSAC-AM Kansas State University Manhattan, Kansas 66506	32,152	WCAL-FM St. Olaf College Northfield, Minn 55057	33,594	WNYC-AM 2500 Municipal Building New York, N Y. 10007	174,284
WLRN-FM Dade County Public Schools Miami, Fla 33132	43,012	KMUW-FM Wichita State University Wichita, Kansas 67208	30,681	KCCM-FM 400 Sibley Street St. Paul, Minn 55101	36,689	WNYC-FM 2500 Municipal Building New York, N Y 10007	119,374
WBKY FM University of Kentucky Research Foundation Lexington, Ky 40506	25,681	WBKY FM University of Kentucky Research Foundation Lexington, Ky 40506	25,681	KESF-FM 400 Sibley Street St. Paul, Minn 55101	100,000	WRVO-FM State University College Oswego, N Y 13126	31,501
29.				KRSW-FM 400 Sibley Street St. Paul, Minn 55101	42,684	WXII-FM 280 State Street Rochester, N Y 14601	34,345
						WMHT-FM Box 17 Schenectady, N Y 12301	32,292

WUNC-FM University of North Carolina Chapel Hill, N. C. 27514	38,805	WQED-FM 4802 Fifth Avenue Pittsburgh, Pa. 15213	36,648	Spokane Public Broadcasting Association Eastern Washington State College Cheney, Wash. 99004	25,000	KAET-TV Arizona State University Tempe, Ariz. 85281	4,398
WVSP-FM Sound and Print United, Inc. P.O. Box 365 Warrenton, N. C. 27589	35,414	WVIA-FM Old Boston Road Jenkins Township Pittston, Pa. 18640	43,755	KWSU-AM Washington State University Pullman, Wash. 99163	54,536	KUAT-TV University of Arizona Tucson, Ariz. 87521	2,598
WFDD-FM Wake Forest University Winston-Salem, N. C. 27109	23,635	WIPR-AM P. O. Box 909 Hato Rey, Puerto Rico 00919	71,606	KUOW-FM University of Washington Seattle, Wash. 98195	48,859	KETS-TV 350 South Donaghey Conway, Ark. 72032	4,634
KDSU-FM North Dakota State University Fargo, N. D. 58102	23,763	WSCI-FM 26 Broad Street Charleston, S. C. 29401	32,722	KTOY-FM 1101 South Yakima Avenue Taos, Wash. 98405	30,210	KEET-TV P. O. Box 13 Eureka, Calif. 95501	1,860
KFJM-AM University of North Dakota Grand Forks, N. D. 58201	32,805	WEPR-FM South Carolina ETV Commission Columbia, S. C. 29250	32,722	WVPB-FM P. O. Box AH Beckley, W. Va. 25801	23,138	KCET-TV 4401 Sunset Boulevard Los Angeles, Calif. 90027	21,847
WOUB-AM Ohio University Athens, Ohio 45701	35,493	KESD-FM South Dakota State University Brookings, S. D. 57006	38,512	WGTD-FM 3520 30th Avenue Kenosha, Wisc. 53140	9,500	KVIE-TV P. O. Box 6 Sacramento, Calif. 95807	15,685
WOUB-FM Ohio University Athens, Ohio 45701	35,493	KUSD-AM University of South Dakota Vermillion, S. D. 57069	26,817	WLSU-FM University of Wisconsin La Crosse, Wisc. 54601	25,348	KPBS-TV San Diego State University San Diego, Calif. 92182	33,436
WGUC-FM University of Cincinnati Cincinnati, Ohio 45221	65,097	WSMC-FM Box 870 Collegedale, Tenn. 37315	37,853	WERN-FM 732 North Midvale Boulevard Madison, Wisc. 53705	127,692	KQED-TV 1011 Bryant Street San Francisco, Calif. 94103	5,788
WCBE-FM 270 East State Street Columbus, Ohio 43215	26,802	WETS-FM East Tennessee State University Johnson City, Tenn. 37601	23,849	WHA-AM University of Wisconsin Madison, Wisc. 53706	115,009	KTSC-TV 900 West Orman Avenue Pueblo, Colo. 81004	3,150
WQSU-AM Ohio State University Columbus, Ohio 43210	74,292	WUOT-FM The University of Tennessee Knoxville, Tenn. 37916	48,237	WUWM-FM University of Wisconsin Milwaukee, Wisc. 53201	36,212	Connecticut Educational Television Corporation 24 Summit Street Hartford, Conn. 06106	12,790
WOSU-FM Ohio State University Columbus, Ohio 43210	50,544	WKNO-FM Memphis Community Television Foundation Memphis, Tenn. 38152	23,012	Thad Holt 1510 First National Birmingham, Alabama 35203	1,631	WETA-TV P. O. Box 2626 Washington, D. C. 20013	27,041
WKSU-FM Kent State University Kent, Ohio 44242	43,282	WMOT-FM Middle Tennessee State University Murfreesboro, Tenn. 37130	44,030	Walter Wiesman 5018 Panorama Drive Huntsville, Alabama 35801	490	WJCT-TV 2037 Main Street Jacksonville, Fla. 32206	1,275
WMUB-FM Miami University Oxford, Ohio 45056	29,309	WPLN-FM Public Library of Nashville & Davidson Co. Nashville, Tenn. 37203	67,588	Coordinator's, Inc. 2737 Devonshire Place, N.W. Washington, D.C. 20008	1,750	WLRN-TV 1410 N.E. Second Avenue Miami, Fla. 33132	4,778
WGTE-FM The Greater Toledo Educational Television Foundation Toledo, Ohio 43604	75,000	KUT-FM P. O. Box 7158 Austin, Texas 78712	75,423	Marian W. Hart 2442 Huidekoper Place, N.W. Washington, D.C. 20007	1,560	Hawaii Public Broadcasting Authority KHET 2350 Dole Street Honolulu, Hawaii 96822	7,200
WCSU-FM Central State University Wilburforce, Ohio 45884	23,012	KYLU-FM Lamar University Beaumont, Texas 77710	37,062	Samuel C. Holt 3532 Edmunds Street, N.W. Washington, D.C. 20015	28,144	WTVR-TV 1501 West Bradley Avenue Peoria, Ill. 61625	5,432
WYSO-FM Antioch College Yellow Springs, Ohio 45387	32,545	KETR-FM East Texas State University Commerce, Texas 75428	23,012	Nellie J. Jackson 5733 Nebraska Avenue, N.W. Washington, D.C. 20015	1,945	KPTS-TV 352 North Broadway Wichita, Kansas 67202	6,946
WYSU-FM Youngstown State University Youngstown, Ohio 44503	27,433	KERA-FM 3000 Harry Hines Boulevard Dallas, Texas 75201	36,345	Anne M. Renshaw 2910 Military Road, N.W. Washington, D.C. 20015	1,155	WKLE-TV Kentucky Authority for Educational Television 600 Cooper Drive Lexington, Ky. 40502	4,260
KOSU-FM Oklahoma State University Stillwater, Okla. 74074	23,012	KTEP-FM University of Texas at El Paso El Paso, Texas 79968	24,199	Douglas Vernier 3904 Oak Park Circle Waterloo, Iowa 50701	2,936	WYES-TV P. O. Box 24026 New Orleans, La. 70184	5,113
KLCC-FM Lake Community College Eugene, Ore. 97405	8,425	KPFT-FM 419 Lovett Boulevard Houston, Texas 77006	43,710	Presley D. Holmes 11909 Tallwood Court Potomac, Md. 20854	16,315	WCBB-TV 1450 Lisbon Street Lewiston, Maine 04240	3,329
KOAC-FM Oregon Educational & Public Broadcasting Council Eugene, Ore. 97403	43,963	KNCT-FM Central Texas College Killeen, Texas 76541	35,118	Larry Josephson, 5 West 87th Street New York, N.Y. 10024	18,043	Maine Public Broadcasting Network WMEB	
KWAX-FM University of Oregon Eugene, Ore. 97403	26,421	KUSU-FM Utah State University Logan, Utah 84322	33,140	Al Hulsen University of Cincinnati Cincinnati, Ohio 45221	4,411	University of Maine Orono, Maine 04473	2,849
KBOO-FM 3129 S.E. Belmont Street Portland, Ore. 97214	43,012	KBYU-FM Brigham Young University Provo, Utah 84602	35,727	Gale A. Gilbreath Associates 4908 Lunar Drive Columbus, Ohio 43214	20,820	WGBY-TV 1 Armory Square Springfield, Mass. 01105	3,886
KBPS-AM 546 N.E. Twelfth Avenue Portland, Ore. 97232	48,440	KUER-FM University of Utah Salt Lake City, Utah 84112	40,112	Anne E. Gudenkauf 223 East Kelso Road Columbus, Ohio 43202	5,268	WGVC Grand Valley State College Allendale, Mich. 49401	4,725
KOAP-FM 2828 S.W. Front Avenue Portland, Ore. 97201	38,010	WVPA-FM Vermont Public Radio 100 Dorset Street South Burlington, Vt. 05401	75,000	Judith W. Holloway 8101 Bainbridge Road Alexandria, Va. 22308	20,367	WTVS-TV 7441 Second Boulevard Detroit, Mich. 48202	4,419
WQLN-FM 8425 Peach Street Erie, Pa. 16509	40,252	WMRA-FM James Madison University Harrisonburg, Va. 22801	19,000	Ann Reed 1317 North Fort Myer Drive Arlington, Va. 22209	875	KTCA-TV 1640 Como Avenue St. Paul, Minn. 55108	8,956
WITF-FM South Central Educational Broadcasting Council Hershey, Pa. 17033	43,012	WTGM-FM 5200 Hampton Boulevard Norfolk, Va. 23510	23,012	Total Category IV-B.(1) \$ 67,778,640		Mississippi Authority for ETV P.O. Drawer 1101 Jackson, Mississippi 39205	5,749
WUHY-FM 4548 Market Street Philadelphia, Pa. 19139	44,967	WRFK-FM 3401 Brook Road Richmond, Va. 23227	23,012	(2) By Providing Training Internships, Fellowships, and Workshops:		University of Missouri 215 University Hall Columbia, Missouri 65201	8,000
WDUQ-FM Duquesne University Pittsburgh, Pa. 15219	36,416	WVWR-FM Virginia Western Community College Roanoke, Va. 24015	26,489	Alabama Educational Television 2101 Magnolia Avenue Birmingham, Alabama 35205	\$ 19,685	KCPT-TV 2100 Stark Kansas City, Missouri 64126	3,181
				KAKM-TV 3211 Providence Drive Anchorage, Alaska 99504	10,297	KOZK-TV MPO Box 21 Springfield, Missouri 65801	3,144

6996 Millbrook Boulevard St Louis, Missouri 63130	11,613	KUHT-TV 415 Cullen Boulevard Houston, Texas 77004	458	University of Missouri Columbia, Missouri 65201	6,166	WGBH-TV 125 Western Avenue Boston, Mass 02134	51,500
KUON-TV P O Box 83111 Lincoln, Neb 68501	2,927	KBYU-TV Brigham Young University Provo, Utah 84602	4,523	KWMU-FM 8001 Natural Bridge Road St Louis, Missouri 63121	2,492	KETC-TV 6996 Millbrook Boulevard St Louis, Missouri 63130	50,000
New Jersey Public Broadcasting Authority 1573 Parkside Avenue Trenton, N J 08638	9,570	KUED-TV 101 Music Hall Salt Lake City, Utah 84112	2,975	KUFM-FM University of Montana Missoula, Montana 59801	5,891	Newark Public Radio, Inc. 909 Broad Street Newark, N J 07102	45,073
KNME-TV 1130 University Boulevard, Northeast Albuquerque, N M 87102	3,909	WCVE-TV 23 Sesame Street Richmond Va 23235	5,631	KNPR-FM Nevada Public Radio Corporation P O Box 43177 Las Vegas, Nev 89104	1,389	New Jersey Public Broadcasting Authority 1573 Parkside Avenue Trenton, N J 08638	1,965
KRWG-TV New Mexico State University La Cruces, N M 88003	1,642	KWSU-TV Washington State University Pullman, Wash 99163	4,500	Albuquerque Public Broadcasting Corporation KIPQ-FM P O Box 6067 Albuquerque, N M 87107	4,298	WNED-TV P O Box 1263 Buffalo, N Y 14240	2,000
WCNY-TV 506 Old Liverpool Road Liverpool, N Y 13088	4,097	KCTS-TV University of Washington BH-10 Seattle, Wash 98195	18,990	WBFO-FM University of New York Albany, N. Y 12224	1,600	WNET-TV 356 West 58th Street New York, N Y 10019	66,000
WNET-TV 356 West 58th Street New York, N Y 10019	12,149	KCPO-TV 4400 Steilacoom Boulevard Tacoma, Wash 98499	6,800	WEBC-AM 23 North Street Buffalo, N Y 14202	10,142	WMHT-TV Box 17 Schenectady, N Y 12301	2,000
WXII-TV P O Box 21 Rochester, N Y 14601	8,148	WMVS-TV 1015 North Sixth Street Milwaukee, Wisc 53203	2,415	WBAT-FM 359 East 62nd Street New York, N Y 10021	5,828	WHYY-TV 4548 Market Street Philadelphia, Pa 19139	50,000
WMHT-TV Box 17 Schenectady, N Y 12301	997	WSWP-TV P O Box AH Beckley, W Va 25801	7,229	WXXI-FM 280 State Street Rochester, N Y 14614	2,625	Organizing Committee for the Sixth Annual Telecommunications Policy Conference University of Southern California Los Angeles, Calif 90007	5,000
WNPE-TV P O Box 114 Watertown, N Y 13601	4,547	WMUL-TV Third Avenue Huntington, W Va 25701	4,639	WUOT-FM The University of Tennessee Knoxville, Tenn 37916	3,126	National Information Center for Volunteerism P O Box 4179 Boulder, Colo 80302	9,097
UNC Television Network WUNC 202 University Square West Chapel Hill, N C 27514	4,961	WLRH-FM 222 Holmes Avenue, East Huntsville, Alabama 35801	1,901	KUT-FM P O Box 7158 Austin, Texas 78712	7,147	Dudley S Carpenter 3311 Eye Street, S.W. Washington, D C 20024	1,032
WCET-TV 1223 Central Parkway Cincinnati, Ohio 45214	9,634	KUAT-FM University of Arizona Tucson Ariz 85721	2,224	KERA-FM 3000 Harry Hines Boulevard Dallas, Texas 75201	5,058	Delta Sigma Theta, Inc 1707 New Hampshire Avenue, N W Washington, D C 20009	129,225
WOSU-TV 2400 Olentangy River Road Columbus, Ohio 43210	1,592	KPFA-FM 2207 Shattuck Avenue Berkeley, Calif 94704	4,387	KUOW-FM University of Washington Seattle, Wash 98195	6,531	Peter Durr 700 Seventh Street, S W Washington, D C 20003	31,259
WPTD-TV 3440 Office Park Road Dayton, Ohio 45439	8,556	KPFK-FM 3729 Cahuenga Boulevard North Hollywood, Calif 91604	9,905	WHA-AM University of Wisconsin Madison, Wisc 53706	7,470	Roberta Fauf 1346 Connecticut Avenue, N W Washington, D C 20036	5,616
WGTE-TV 415 North St Clair Street Toledo, Ohio 43604	16,856	KUOP-FM 3601 Pacific Avenue Stockton, Calif 95211	6,855	WUWM-FM University of Wisconsin Milwaukee, Wisc 53201	1,857	Federal Organization for Professional Women 1346 Connecticut Avenue, N W Washington, D C 20036	1,000
KOKH-TV 1801 North Ellison Oklahoma City, Okla 73106	958	WSUI-AM University of Iowa Iowa City, Iowa 52242	2,581	Ann F King 1718 34th Street, N W. Washington, D C 20007	1,044	David LeRoy 1140 Ocala Road Tallahassee, Fla 32304	4,500
Oklahoma Educational TV Authority P O Box 14190 Oklahoma City, Okla 73114	897	KANU-FM University of Kansas Lawrence, Kansas 66045	7,664	Topper Carew 50-A East Springfield Street Boston, Mass 02143	23,371	Douglas Verner 3904 Oak Park Circle Waterloo, Iowa 50701	300
Oregon Educational and Public Broadcasting Service KOAC/KOAP P O Box 1097 Portland, Ore 97207	4,702	KMUW-FM Wichita State University Wichita, Kansas 67208	5,062	David J LeRoy 1140 Ocala Road Tallahassee, Fla. 32304	8,901	Westat, Inc 11600 Nebel Street Rockville, Md 20852	81,284
WQLN-TV 8425 Peach Street Erie, Pa 16509	5,379	WBKY-FM University of Kentucky Lexington, Ky 40506	950	Alan Kaplan 1801 Bolton Street Baltimore, Md 21217	3,455	Hennig Jardim Associates, Inc. 70 Oak Street Weston, Mass 02193	300
WHYY-TV 4548 Market Street Philadelphia, Pa 19139	10,031	WBJC-FM Community College of Baltimore Baltimore, Md 21215	2,100	Cheryi Jefferson 614 South First Street Austin, Texas 78704	1,200	Native American Public Broadcasting Consortium University of Nebraska Lincoln, Nebraska 68508	103,113
WQED-TV Metro Pittsburgh Public Broadcasting, Inc. 4802 Fifth Avenue Pittsburgh, Pa 15213	11,382	WBUR-FM 630 Commonwealth Avenue Boston, Mass 02215	8,031	National Association of Educational Broadcasters 1346 Connecticut Avenue, N.W. Washington, D C. 20036	264,017	Robert B D Carlisle 82 Eagle Rock Way Montclair, N J. 07042	21,300
KVZK-TV P O. Box 2567 Pago Pago, American Samoa 96799	2,002	WGBH-FM WGBH Educational Foundation Boston, Mass 02134	12,102	Total Category IV-B (2) 952,637		Yankelovich, Skelly and White, Inc. 575 Madison Avenue New York, N Y 10022	31,269
South Carolina Educational Television Commission P O. Drawer L Columbia, S C 29250	7,964	WDET-FM Wayne State University Detroit, Mich 48202	2,120	Total Category IV-B \$68,731,277		M Jane Puryear 3501 21st Avenue, North Arlington, Va 22207	5,852
KESD-TV South Dakota State University Brookings, S D 57006	12,237	WKAR-AM/FM Michigan State University East Lansing, Mich 48824	5,009	C. Develop Public Awareness and Understanding by Program Promotion and Advertising:		Ann Reed 1317 North Fort Myer Drive Arlington, Va. 22209	7,261
WKNO-TV Box 80000 Memphis, Tenn 38152	2,090	WSCD-FM 1200 Kenwood Avenue Duluth, Minn 55811	4,024	KCET-TV 4401 Sunset Boulevard Los Angeles, Calif 90027	\$ 50,000	Arthur Cromwell 120 Channel Terrace Falls Church, Va 22046	\$ 1,036
KLRN-TV P O Box 7158 Austin, Texas 78712	7,464	KUOM-AM 330 21st Avenue, South Minneapolis, Minn 55495	5,729	KPBS-TV San Diego State University San Diego, Calif 92182	9,725	Total Category IV-C 1,068,554	
KEDT-TV P O Box 416 Christi, Texas 78403	2,394	KRSW-FM 400 Sibley Street St Paul, Minn 55101	7,907	National Association of Educational Broadcasters 1346 Connecticut Avenue, N.W. Washington, D C. 20036	40,000	Total Category IV 70,084,913	
KSJN-FM Minnesota Educational Radio, Inc. St Paul, Minn 55101	10,522	WTTW-TV 5400 North St Louis Avenue Chicago, Ill 60625	60,000	Total Grants, Contracts and Awards 109,073,829			
				Project Administration Costs 3,017,058			
				Other Project Related Costs 1,143,524			
				Total Projects and Activities \$113,234,411			

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Donald R. Quayle⁶
Senior Vice President, Broadcasting

¹ Succeeded by Sharon Percy Rockefeller, Charleston, West Virginia, October 20, 1977

² Succeeded by Gillian M. Sorensen, New York, New York, October 20, 1977

³ Succeeded Scott S. Miller in June 1977

⁴ Elected September 1977

⁵ Succeeded by James B. Cardwell, elected November 1977

⁶ Resigned September 1977